

NATIONAL TV NIELSEN RATINGS PERSONS RANKING – TOP PROGRAMS(†)

BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 22, 1981

NIELSEN AVERAGE AUDIENCE

HOUSEHOLDS

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	32.7	25,440
2	EAST OF EDEN-PART II(S)	28.1	21,860
3	DUKES OF HAZZARD	26.4	20,540
3	EAST OF EDEN-PART III(S)	26.4	20,540
5	60 MINUTES	26.2	20,380
6	LITTLE HOUSE-PRAIRIE	26.1	20,310
7	M*A*S*H	24.7	19,220
8	LOVE BOAT	23.3	18,130
8	THREE'S COMPANY	23.3	18,130
10	HAPPY DAYS	22.7	17,660
11	BOB HOPE FUNNY VALENTINE(S)	22.6	17,580
12	TOO CLOSE FOR COMFORT	22.0	17,120
13	DIFF'RENT STROKES#	21.9	17,040
14	ABC SUNDAY NIGHT MOVIE	21.8	16,960
14	MAGNUM, P.I.	21.8	16,960
16	LAVERNE & SHIRLEY	21.7	16,880
17	REAL PEOPLE	21.6	16,800
18	CHIPS#	21.4	16,650

TOTAL PERSONS (2+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	21.7	45,210
2	DUKES OF HAZZARD	21.3	44,370
3	CHIPS#	19.6	40,900
4	LITTLE HOUSE-PRAIRIE	19.3	40,190
5	60 MINUTES	17.5	36,510
6	HAPPY DAYS	17.4	36,340
7	EAST OF EDEN-PART II(S)	17.0	35,560
8	M*A*S*H	16.9	35,360
9	LOVE BOAT	16.7	34,870
10	LAVERNE & SHIRLEY	16.3	34,080
11	ABC SUNDAY NIGHT MOVIE	16.3	33,970
12	EAST OF EDEN-PART III(S)	16.0	33,490
13	BIG EVENT	15.9	33,120
14	THAT'S INCREDIBLE	15.6	32,470
15	THREE'S COMPANY	15.5	32,330
16	BOB HOPE FUNNY VALENTINE(S)	15.2	31,820
17	BRADY GIRLS GET MARRIED	15.2	31,780
18	ENOS	14.9	31,160

WOMEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	28.0	22,840
2	LITTLE HOUSE-PRAIRIE	23.5	19,140
3	EAST OF EDEN-PART II(S)	23.0	18,780
4	60 MINUTES	21.1	17,220
5	EAST OF EDEN-PART III(S)	21.0	17,150
6	DUKES OF HAZZARD	19.5	15,870
7	M*A*S*H	19.1	15,550
8	LOVE BOAT	18.7	15,220
9	MAGNUM, P.I.	18.5	15,070
10	ONE DAY AT A TIME	17.9	14,610
11	ARCHIE BUNKER'S PLACE	17.9	14,570
12	THREE'S COMPANY	17.6	14,350
13	BOB HOPE FUNNY VALENTINE(S)	17.6	14,310
13	JEFFERSONS	17.6	14,310
15	KNOTS LANDING	17.3	14,100
16	TRAPPER JOHN, M.D.	17.2	14,030
17	ABC SUNDAY NIGHT MOVIE	17.1	13,920
18	ALICE	16.7	13,620

MEN (18+)

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	22.3	16,360
2	DALLAS	20.1	14,730
3	WOMEN WHO RATE A "10"(S)	18.5	13,550
4	EAST OF EDEN-PART II(S)	18.4	13,510
5	ABC SUNDAY NIGHT MOVIE	18.2	13,380
6	BIG EVENT	17.6	12,880
7	CHIPS#	17.5	12,860
8	DUKES OF HAZZARD	17.1	12,570
9	REAL PEOPLE	16.5	12,140
10	EAST OF EDEN-PART III(S)	16.5	12,110
11	M*A*S*H	16.5	12,090
12	THAT'S INCREDIBLE	16.4	12,060
13	LITTLE HOUSE-PRAIRIE	15.4	11,270
14	HART TO HART	15.3	11,210
15	DIFF'RENT STROKES#	15.1	11,110
16	BOB HOPE FUNNY VALENTINE(S)	15.0	11,020
17	20/20	15.0	11,010
18	HOUSE CALLS	14.4	10,540
18	LOVE BOAT	14.4	10,540

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BASED ON NIELSEN ESTIMATES FOR TWO WEEKS ENDING FEBRUARY 22, 1981

NIELSEN AVERAGE AUDIENCE

WOMEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	DALLAS	25.7	13,090
2	EAST OF EDEN-PART II(S)	22.7	11,560
3	EAST OF EDEN-PART III(S)	20.3	10,330
4	LITTLE HOUSE-PRAIRIE	20.2	10,280
5	HAPPY DAYS	20.1	10,210
6	LAVERNE & SHIRLEY	19.4	9,870
7	M*A*S*H	19.1	9,690
8	DUKES OF HAZZARD	18.7	9,510
9	ABC SUNDAY NIGHT MOVIE	18.0	9,160
10	THREE'S COMPANY	17.8	9,060
11	BIG EVENT	17.3	8,800
12	WOMEN WHO RATE A "10"(S)	17.2	8,770
13	CHIPS#	17.2	8,740
14	LOVE BOAT	17.0	8,640
15	KNOTS LANDING	16.7	8,500
16	TAXI	16.6	8,420
17	MORK & MINDY	16.5	8,400
18	TOO CLOSE FOR COMFORT	16.4	8,320

WOMEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	33.9	8,410
2	DALLAS	32.0	7,940
3	LITTLE HOUSE-PRAIRIE	30.0	7,450
4	WALTONS	29.3	7,280
5	ARCHIE BUNKER'S PLACE	28.8	7,140
6	ONE DAY AT A TIME	28.3	7,020
7	ALICE	27.3	6,780
8	JEFFERSONS	26.8	6,660
9	MAGNUM, P.I.	24.3	6,020
10	TRAPPER JOHN, M.D.	23.9	5,920
11	BOB HOPE FUNNY VALENTINE(S)	23.8	5,910
12	REAL PEOPLE	22.3	5,530
13	EAST OF EDEN-PART II(S)	21.5	5,340
14	EAST OF EDEN-PART III(S)	21.3	5,290
15	DIFF'RENT STROKES#	21.2	5,250
16	LOVE BOAT	21.0	5,220
17	M*A*S*H	20.7	5,140
18	DUKES OF HAZZARD	20.4	5,060

MEN 18-49

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	WOMEN WHO RATE A "10"(S)	20.8	10,090
2	BIG EVENT	20.3	9,860
3	CHIPS#	19.4	9,410
4	ABC SUNDAY NIGHT MOVIE	18.7	9,090
5	DALLAS	17.7	8,620
6	M*A*S*H	16.2	7,890
7	EAST OF EDEN-PART II(S)	16.0	7,800
8	60 MINUTES	16.0	7,790
9	HART TO HART	15.8	7,700
10	DUKES OF HAZZARD	15.8	7,680
11	THAT'S INCREDIBLE	15.1	7,350
12	20/20	15.1	7,330
13	20/20 SPECIAL EDITION(S)	14.1	6,860
14	DIFF'RENT STROKES#	13.6	6,590
15	HOUSE CALLS	13.5	6,560
16	LOU GRANT	13.2	6,410
17	TAXI	13.2	6,400
18	EAST OF EDEN-PART III(S)	13.1	6,370
19	LOVE BOAT	13.1	6,350

MEN 55+

RANK	PROGRAM	AUDIENCES	
		% U.S.	NO. (000)
1	60 MINUTES	37.6	7,270
2	ARCHIE BUNKER'S PLACE	27.7	5,350
3	DALLAS	27.3	5,280
4	REAL PEOPLE	27.0	5,220
5	ONE DAY AT A TIME	25.7	4,960
6	LITTLE HOUSE-PRAIRIE	25.5	4,930
7	WALTONS	24.6	4,750
8	EAST OF EDEN-PART III(S)	24.4	4,710
9	LOBO	23.8	4,600
10	ALICE	23.4	4,530
11	EAST OF EDEN-PART II(S)	23.2	4,480
12	JEFFERSONS	23.0	4,450
13	BOB HOPE FUNNY VALENTINE(S)	22.9	4,430
14	HARPER VALLEY	22.1	4,270
15	DUKES OF HAZZARD	21.6	4,170
16	CBS EVENING NEWS-CRONKITE	20.4	3,940
17	THAT'S INCREDIBLE	19.9	3,840
18	NBC NIGHTLY NEWS	19.5	3,770

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME										AUDIENCE COMPOSITION																								
WK #	DAY	START TIME	DUR	NET	T/C THIS SEASON	PROG. TYPE	NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		TOTAL PERSONS (2+)	LADY WORKING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
							WK 1	WK 2		AVG. AUD. SHARE %	AVG. AUD. (0,000)			TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11							
•EVENING																																		
ABC FRIDAY NIGHT MOVIE 13 197 197																																		
1	FRI.	9.00P	120	ABC	FF		98	97		A 13.0 21 1011	1702	718 306	805 317	543 491	395 194	640 269	431 402	302 144	104^ 58^	153 120														
2	FRI.	8.30P	120	ABC	FF		98	97		B 13.8 22 1074	1855	706 307	800 356	542 455	349 191	642 284	442 397	291 147	217 106	196 144														
		8.30 - 9.00								A 9.8 16 762	1639	693 231^	776 277^	438 409	302^ 273^	640 239^	357 315	282^ 232^	105^ 51^	118^ 59^														
		9.00 - 9.30								A 13.1 21 1019	1730	736 303	821 325	565 513	403 192	614 256	413 377	266 142	112^ 70^	183 136														
		9.30 - 10.00								A 13.6 22 1058	1715	717 317	815 326	559 499	407 192	649 271	443 418	299 143	106^ 74^	145 113^														
		10.00 - 10.30								A 13.6 22 1058	1704	692 300	781 336	566 497	376 149	690 310	495 459	333 127	95^ 43^	138 127														
		10.30 - 11.00								A 13.4 23 1043	1639	743 347	800 256	488 487	452 221^	555 216^	357 354	323 124^	117^ 48^	167^ 144^														
ABC NEWSBRIEF-M-F 98 193 191																																		
1	M & F	8.58P		1	ABC	N	98	98		A 19.8 30 1540	1690	738 325	808 299	489 438	377 245	575 221	340 322	259 180	144 73	163 104														
1	TU&TH	9.58P		1						B 17.3 27 1346	1772	721 305	790 307	477 424	351 244	631 255	390 352	278 190	171 89	180 127														
1	WED.	10.01P		1																														
2	MTUTH	9.58P		1																														
2	WED.	8.58P		1																														
2	FRI.	8.28P		1																														
ABC NEWSBRIEF-SAT. 20 198 194																																		
	SAT.	9.58P		1	ABC	N	98	97		A 20.8 35 1618	1917	737 294	818 281	456 416	359 287	607 212	375 339	307 186	218 137	274 214														
										B 22.5 38 1751	1995	790 325	872 333	525 455	373 283	576 225	359 311	254 177	224 136	323 245														
ABC NEWSBRIEF-SUN. 20 183 196																																		
1	SUN.	7.58P		1	ABC	N	97	98		A 17.1 25 1330	1916	723 300	814 314	471 477	391 256	761 284	495 458	391 209	123 56^	218 147														
2	SUN.	8.58P		1						B 15.8 23 1229	2012	707 301	783 306	481 426	352 232	715 286	457 400	332 200	209 107	305 203														
ABC SUNDAY NIGHT MOVIE 19 201 201																																		
1	SUN.	8.00P	150	ABC	FF		99	99		A 21.8 33 1696	2003	757 322	821 340	540 486	385 225	787 332	535 513	367 184	147 69^	248 156														
2	SUN.	9.00P	145	ABC	FF		99	99		B 20.1 30 1564	1903	736 333	818 354	563 482	375 192	723 321	500 449	326 164	197 92	165 117														
		8.00 - 8.30								A 18.3 27 1424	2252	709 312	804 338	538 473	371 207	768 277	475 493	419 205	212 104^	468 292														
		8.30 - 9.00								A 20.1 29 1564	2260	741 312	800 319	534 468	384 216	778 285	480 499	412 213	217 104^	465 298														
		9.00 - 9.30								A 21.0 30 1634	2042	774 336	831 333	537 482	392 239	804 336	551 531	368 190	144 66^	263 155														
		9.30 - 10.00								A 22.0 32 1712	1988	748 312	803 332	523 478	380 220	797 346	546 523	358 185	146 72	242 147														
		10.00 - 10.30								A 23.8 36 1852	1979	723 315	791 328	526 479	374 209	799 348	548 520	368 178	142 70	247 164														
		10.30 - 11.00								A 23.1 36 1797	1794	826 345	885 361	555 513	412 273	753 353	538 483	311 170	104^ 38^	52^ 37^														
		11.00 - 11.30								A 23.5 44 1828	1766	793 325	871 399	600 528	383 214	791 351	563 493	336 173	85^ 43^	19^ 12^														
ABC WORLD NEWS TONIGHT 99 202 200																																		
	M-F	6.30P	30	ABC	N		99	99		A 12.7 21 988	1641	724 260	805 182	338 316	387 412	620 149	274 299	335 275	93 55^	123 75														
										B 12.7 22 988	1634	697 238	777 189	321 320	373 379	642 170	300 314	323 273	93 50	122 73														
ABC WRLD NEWS TONIGHT-SUN 18 154 154																																		
	SUN.	6.30P	30	ABC	N		84	84		A 11.9 22 926	1763	685 180	723 152	300 329	354 360	778 277	436 396	376 272	155 39^	107^ 77^														
										B 8.9 15 692	1708	754 245	808 196	350 355	366 385	668 194	323 295	301 291	98 45	134 83														
ALICE 15 196 198																																		
1	SUN.	9.04P	30	CBS	CS		99	99		A 20.7 30 1610	1642	786 268	846 199	348 348	412 421	545 107	204 228	282 281	97 40^	154 100														
2	SUN.	9.00P	30							B 23.1 33 1797	1821	817 294	892 249	435 406	406 388	594 157	284 278	287 261	152 79	183 129														
ARCHIE BUNKER'S PLACE 14 194 199																																		
1	SUN.	8.04P	30	CBS	CS		99	99		A 20.2 30 1572	1814	851 326	927 231	389 374	426 453	653 151	253 252	301 341	78 31^	156 105														
2	SUN.	8.00P	30							B 22.1 32 1719	1827	800 299	889 232	400 378	405 411	652 154	289 292	327 305	118 63	168 120														
BARBARA MANDRELL 12 202 201																																		
	SAT.	8.00P	60	NBC	GV		99	98		A 16.2 27 1260	1984	814 324	919 230	433 460	470 391	716 201	377 359	373 269	107 48^	242 136														
										B 17.1 28 1330	1972	782 306	871 223	428 417	435 364	722 204	379 359	372 274	121 56	258 167														
		8.00 - 8.30								A 16.0 27 1245	1970	822 317	920 238	439 467	455 392	699 187	358 348	370 270	103 44^	248 149														
		8.30 - 9.00								A 16.4 27 1276	1987	800 327	912 223	425 453	479 387	727 212	389 370	376 264	110 50^	238 127														
BARNEY MILLER 13 199 199																																		
	THU.	9.00P	30	ABC	CS		98	99		A 20.9 32 1626	1595	699 299	751 300	495 429	340 197	542 268	362 353	215 135	149 61^	153 94														
										B 19.3 30 1502	1770	722 313	793 331	503 432	340 221	606 262	404 354	264 163	179 89	192 141														

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																						
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
													WOMEN					MEN					TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
													TOTAL	18- 34	18- 49	25- 54	35- 64	55+	TOTAL	18- 34	18- 49	25- 54	35- 64	55+						
EVENING CONT'D																														
CBS WEDNESDAY NIGH-CONT'D																														
		10.00 - 10.30						A	16.5	25	1284	1723	752	333	825	292	542	489	407	228	600	241	367	320	293	187	199	94	99	82^
		10.30 - 11.00						A	16.5	26	1284	1725	750	344	824	295	541	488	414	224	600	235	359	314	303	191	215	113	86^	74^
		11.00 - 11.30						A	15.7	28	1221	1478	734	315	823	295	504	491	416	244	520	167^	308	287	277	170^	115^	60^	20^	20^
CHARLIE'S ANGELS																														
	SAT.	8.00P	60	ABC	PD	99	98	A	14.8	25	1151	1938	710	268	802	324	436	328	271	300	591	170	281	254	270	252	255	171	290	205
		8.00 - 8.30						B	15.3	25	1190	1968	723	274	815	288	429	366	313	321	612	175	311	280	285	246	215	134	326	232
		8.30 - 9.00						A	13.4	23	1043	1953	712	250	811	309	424	324	285	315	578	160	267	238	262	258	260	184	304	214
								A	16.2	27	1260	1915	708	281	791	334	441	327	256	289	596	176	289	265	274	245	251	161	277	193
CHIPS																														
	2 SUN.	8.00P	60	NBC	OP	99	99	A	21.4	32	1665	2456	717	243	810	316	523	437	337	236	774	383	565	474	332	157	266	104^	606	397
		8.00 - 8.30						B	19.8	29	1540	2292	717	281	810	340	535	443	343	218	763	327	538	476	358	168	259	94	460	309
		8.30 - 9.00						A	20.2	31	1572	2494	713	236	805	324	524	434	322	232	766	391	569	479	322	145^	263	98^	660	426
								A	22.7	33	1766	2405	722	248	813	308	522	438	351	240	772	375	557	467	334	166	263	106^	557	370
CONCRETE COWBOYS																														
	SAT.	10.00P	60	CBS	A	99	99	A	13.4	24	1043	2061	745	307	827	264	524	460	433	264	727	243	468	435	402	212	235	95^	272	234
		10.00 - 10.30						B	14.3	26	1113	2033	759	297	846	289	541	468	427	250	705	258	445	413	364	201	226	92	256	211
		10.30 - 11.00						A	13.2	24	1027	2114	757	307	850	270	541	471	438	269	736	254	476	432	400	211	241	98^	287	249
								A	13.5	25	1050	2022	741	306	815	263	512	450	433	265	726	232	465	440	411	215	225	91^	256	224
DALLAS																														
	FRI.	10.00P	60	CBS	GD	99	99	A	32.7	55	2544	1777	820	311	897	334	513	460	394	311	579	217	339	298	263	208	138	79	163	110
		10.00 - 10.30						B	36.0	58	2801	1878	831	314	915	352	545	484	401	297	631	246	379	338	279	205	162	94	170	133
		10.30 - 11.00						A	31.6	52	2458	1799	823	304	896	315	499	455	407	322	583	207	336	296	273	214	141	83	179	122
								A	33.9	58	2637	1746	814	316	894	351	527	460	380	301	575	222	339	299	253	203	133	74	144	99
DIFF'RENT STROKES																														
	2 WED.	9.50P	30	NBC	CS	99	99	A	21.9	34	1704	1664	737	284	748	237	376	336	372	308	651	153	386	402	386	217	131^	75^	134^	99^
								B	20.9	32	1626	1914	757	293	811	243	421	394	381	316	565	169	305	289	271	215	242	110	296	225
DISNEY'S WONDERFUL WORLD																														
	2 SUN.	7.00P	60	NBC	FV	99	99	A	14.5	23	1128	2430	619	263	697	355	559	476	277	109^	627	321	501	401	267	116^	144^	71^	962	556
		7.00 - 7.30						B	16.0	25	1245	2374	660	284	738	327	503	439	311	188	677	297	484	413	313	155	262	110	697	429
		7.30 - 8.00						A	13.7	22	1066	2406	613	264	691	364	551	481	264	111^	628	315	498	412	269	118^	147^	70^	940	553
								A	15.3	23	1190	2442	621	262	698	349	562	467	283	107^	622	322	498	391	264	117^	143^	69^	979	556
DOUG HENNING'S WRLD-MAGIC(S)																														
	1 SUN.	7.00P	60	NBC	GV	99	99	A	16.9	27	1315	2202	717	152^	760	363	473	418	251	225	733	253	432	431	370	196	194	60^	515	270
		7.00 - 7.30						A	16.0	26	1245	2065	671	138^	721	341	432	376	238	227	704	233	388	402	353	203	174^	62^	466	249
		7.30 - 8.00						A	17.8	27	1385	2318	756	161^	793	383	510	456	262	223	760	271	470	454	383	195	209	56^	556	287
DUKES OF HAZZARD																														
	FRI.	9.00P	60	CBS	CS	99	99	A	26.4	43	2054	2160	709	266	773	294	464	408	369	246	611	220	373	320	311	203	217	126	559	367
		9.00 - 9.30						B	27.7	44	2155	2155	733	272	801	291	474	420	368	267	638	220	379	342	323	212	204	102	512	364
		9.30 - 10.00						A	25.4	42	1976	2179	706	275	774	294	471	414	375	242	618	228	383	327	316	200	214	131	573	372
								A	27.5	44	2140	2129	708	254	766	290	451	402	359	251	601	209	362	313	306	205	220	124	542	359
DYNASTY																														
	2 MON.	9.00P	60	ABC	GD	99	99	A	16.0	23	1245	1671	816	339	850	297	509	475	445	245	621	194	337	297	305	217	150^	106^	50^	48^
		9.00 - 9.30						B	19.0	27	1478	1782	802	338	856	314	512	482	401	260	648	231	351	333	305	219	166	107	112	78
		9.30 - 10.00						A	15.3	22	1190	1732	829	343	864	285	504	485	470	251	636	189^	343	310	317	226	155^	117^	77^	72^
								A	16.6	24	1291	1620	806	335	841	309	518	465	423	243	608	198	334	284	296	209	146^	96^	25^	25^
EAST OF EDEN-PART II(S)																														
	1 MON.	9.00P	114	ABC	GD	99	99	A	28.1	42	2186	1627	760	342	859	329	529	493	426	244	618	210	356	365	315	205	105^	67^	45^	40^

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME				T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK- ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES											
														TOTAL	18- 34	WOMEN 18- 49	25- 54	35- 64	55+	TOTAL	18- 34	MEN 18- 49	25- 54	35- 64	55+

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION															
																VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG.	WK 1	WK 2	WK 3	WK 4	WK 5	WK 6	WK 7	WK 8	WK 9	WK 10	WK 11	WK 12	WK 13	WK 14	WK 15	WK 16	WK 17	WK 18	WK 19	WK 20	WK 21	WK 22	WK 23	WK 24	WK 25

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																															
WK #	DAY	START TIME	DUR	NET	TYPE	PROG. H	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. %	TOTAL PERSONS (2+)	LADY WORK-ING OF HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																					
														WOMEN										MEN																							
														18-49					25-34					35-64					65+																		
														TOTAL					18-34					25-34					35-44					45-64					65+								
EVENING CONT'D																																															
NBC MAGAZINE																																															
1	FRI.	10.00P	60	NBC	DN		16	183	181	A	7.8	13	607	1638	598	263	695	174	295	303	367	323	757	189	367	400	432	314	116	28	70	49															
2	FRI.	10.00P	30							B	8.1	14	630	1586	685	262	743	175	379	390	414	294	682	160	346	363	382	273	95	35	66	50															
10.00 - 10.30																																															
10.30 - 11.00																																															
NBC MONDAY NIGHT MOVIES																																															
MON.	9.00P	120	NBC	FF			18	198	200	A	17.5	26	1362	1754	793	290	868	279	514	458	422	286	590	218	339	254	252	216	139	64	157	105															
9.00 - 9.30																																															
9.30 - 10.00																																															
10.00 - 10.30																																															
10.30 - 11.00																																															
NBC NEWS UPDATE-M-F																																															
1	MTWTF	8.58P	1	NBC	N		98	184	184	A	17.8	26	1385	1905	754	275	814	267	442	383	366	309	671	189	354	336	341	259	156	69	264	173															
1	THU.	9.11P	1							B	17.7	27	1377	1882	736	272	804	256	427	388	365	309	651	205	350	333	312	245	153	70	274	182															
2	M-F	8.58P	1																																												
NBC NEWS UPDATE-SAT.																																															
SAT.	8.58P	1	NBC	N			20	181	179	A	12.6	21	980	1986	816	298	908	211	409	443	488	393	757	201	393	385	417	280	127	52	194	113															
SAT. 8.58P																																															
NBC NEWS UPDATE-SUN.																																															
1	SUN.	9.07P	1	NBC	N		20	185	186	A	19.1	27	1486	2230	662	267	747	347	553	437	302	159	847	435	631	475	334	160	275	128	361	265															
2	SUN.	8.58P	1							B	20.5	29	1595	2119	687	296	770	299	498	435	356	212	814	322	542	481	396	206	216	89	319	224															
NBC NIGHTLY NEWS-SAT.																																															
SAT.	6.30P	30	NBC	N			17	136	149	A	8.7	17	677	1733	684	211	741	183	263	239	302	414	729	171	322	319	366	327	149	39	114	97															
SAT. 6.30P																																															
NBC NIGHTLY NEWS-SUN.																																															
1	SUN.	6.40P	20	NBC	N		11	147	154	A	8.4	15	654	1781	763	295	832	242	420	410	369	344	736	111	281	367	398	369	50	20	163	115															
2	SUN.	6.30P	30							B	8.6	15	669	1684	707	234	771	175</																													

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		KEY	HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY OF HOUSE WOM.	WORK-ING	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
													TOTAL		18-34	18-49	25-54	35-64	55+	TOTAL	18-34	MEN			35-64	55+	TEENS (12-17) TOTAL FEM.		CHILDREN (2-11) TOTAL 6-11				
LATE FRINGE CONT'D																																	
ABC WEEKEND REPORT-SAT.					19	174	173	A	7.9	16	615	1525	646	302	724	296	459	407	376	186	600	314	424	268	234	159	147	51	54	38			
SAT. 11.00P 15 ABC N					93	93	B	8.2	17	638	1497	631	249	683	241	412	383	356	213	618	239	385	334	295	194	111	59	85	64				
ABC WEEKEND REPORT-SUN.					20	170	169	A	5.7	13	443	1571	734	390	748	296	481	451	380	179	714	273	465	440	364	172	73	44	36	36			
1 SUN. 11.00P 15 ABC N					93	93	B	5.6	13	436	1454	608	248	657	231	398	382	363	179	679	284	431	404	324	180	92	46	26	23				
2 SUN. 11.25P 15																																	
CBS SUNDAY NEWS-BRADLEY					22	128	127	A	8.6	16	669	1442	676	231	696	234	376	341	354	276	627	178	358	321	351	225	83	28	36	28			
1 SUN. 11.04P 15 CBS N					71	71	B	8.3	17	646	1486	729	245	805	215	393	385	427	337	590	189	306	271	297	246	60	35	31	17				
2 SUN. 11.00P 15																																	
CHARLIE'S ANGELS-12.00					6	175	175	A	4.7	21	366	1128	426	205	434	202	265	317	221	79	607	263	418	382	275	162	63	LT	24	24			
THU. 12.00M 68 ABC PD					95	95	B	4.5	21	350	1035	416	162	456	183	265	264	242	123	499	170	297	258	237	179	71	38	LT	LT				
12.00 - 12.30							A	5.0	19	389	1280	544	264	557	254	297	414	282	97	622	281	428	382	275	151	69	LT	32	32				
12.30 - 1.00							A	4.7	24	366	1005	336	177	336	172	243	234	164	63	576	265	410	358	246	166	71	LT	22	22				
FANTASY ISLAND-12.00					6	168	170	A	3.3	15	257	1144	622	424	720	303	575	494	323	117	385	112	284	230	222	74	39	20	LT	LT			
MON. 12.00M 68 ABC A					94	94	B	3.5	16	272	1088	486	237	547	196	386	356	294	108	488	246	342	210	177	127	38	LT	LT	LT				
12.00 - 12.30							A	3.4	13	265	1189	633	467	769	342	576	533	329	132	355	87	196	204	192	98	65	46	LT	LT				
12.30 - 1.00							A	3.3	17	257	1202	693	456	782	311	657	521	361	125	397	144	354	245	229	43	23	LT	LT	LT				
FRIDAYS					19	177	174	A	7.9	23	615	1496	520	248	546	335	463	335	199	45	540	344	452	328	184	64	319	128	91	85			
FRI. 11.30P 71 ABC GV					96	95	B	7.3	22	568	1539	501	220	543	291	436	345	231	67	617	383	515	385	205	68	295	139	84	75				
11.30 - 12.00							A	8.5	22	661	1663	600	251	628	345	507	403	263	71	563	342	457	361	200	73	329	144	143	129				
12.00 - 12.30							A	7.7	24	599	1367	470	252	492	325	440	295	157	19	494	333	427	266	191	45	300	120	70	70				
LATE MOVIE I					96	161	161	A	6.7	23	521	1334	562	232	644	288	416	342	291	171	552	193	376	352	327	110	124	54	14	12			
M & TU 11.30P 71 CBS FF					89	89	B	6.3	22	490	1359	633	261	711	279	465	424	360	167	543	219	371	341	282	127	80	40	25	20				
1 W & F 11.30P 75																																	
THU. 11.30P 67																																	
2 WED. 12.16A 77																																	
2 FRI. 11.30P 79																																	
11.30 - 12.00							A	7.7	22	599	1402	580	244	684	282	436	372	321	190	578	201	386	367	342	124	124	55	16	15				
12.00 - 12.30							A	6.5	24	506	1342	562	233	641	281	410	338	292	173	563	204	385	375	331	100	126	56	12	12				
12.30 - 1.00							A	5.3	25	412	1192	658	119	658	418	468	288	240	127	333	71	248	177	233	85	201	46	LT	LT				
1.00 - 1.30							A	5.0	30	389	1221	486	124	602	455	455	332	147	70	450	162	404	242	270	46	169	41	LT	LT				
LATE MOVIE II					89	161	161	A	4.4	26	342	1208	486	172	535	306	370	247	202	107	582	167	389	401	389	90	79	36	LT	LT			
1 MON. 12.41A 41 CBS FF					89	89	B	4.4	25	342	1294	588	220	640	277	438	374	317	127	553	230	403	365	294	105	85	39	16	15				
1 TUE. 12.41A 44																																	
1 WED. 12.45A 44																																	
THU. 12.37A 42																																	
1 FRI. 12.45A 43																																	
2 MON. 12.41A 39																																	
2 TUE. 12.41A 49																																	
2 WED. 1.33A 41																																	
2 FRI. 12.49A 40																																	
12.30 - 1.00							A	4.7	24	366	844	460	148	476	216	271	243	196	146	265	65	151	168	175	43	103	49	LT	LT				
1.00 - 1.30							A	4.3	26	335	1209	415	153	460	265	325	201	180	94	668	185	456	474	456	105	63	27	18	18				
1.30 - 2.00							A	4.2	34	327	1159	432	104	548	395	395	281	153	68	477	174	428	254	285	49	134	LT	LT	LT				
LOVE BOAT-12.00					7	171	176	A	4.8	22	373	1247	458	203	584	252	329	286	215	199	480	226	368	279	203	96	156	145	27	27			
1 WED. 12.00M 68 ABC CS					95	95	B	5.0	23	389	1290	529	227	601	241	363	312	279	174	579	287	410	277	226	146	103	79	LT	LT				
2 WED. 12.15A 68																																	
CONT'D																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME														T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																							
WK # DAY		START TIME		DUR		NET		PROG. TYPE		WK 1 WK 2		KEY	AVG. AUD. SHARE %		AVG. AUD. (0,000)		TOTAL PERSONS (2+)		LADY WORK- OF ING. HOUSE WOM.		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
																							TOTAL		18- 34		WOMEN 18- 49		25- 54		35- 64		55+		TOTAL		18- 34		MEN 18- 49		25- 54		35- 64		55+		TOTAL FEM.		TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2	KEY	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)								
														TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11						
LATE FRINGE CONT'D																																	
TUESDAY MOVIE-WEEK-PART 1																																	
TUE. 12.00M 71 ABC FF 6 169 167																																	
12.00 - 12.30																																	
12.30 - 1.00																																	
TUESDAY MOVIE-WEEK-PART 2																																	
1 TUE. 1.11A 15 ABC FF 6 170 167																																	
2 TUE. 1.11A 19																																	
WEEKDAY DAYTIME																																	
ABC AFTERSCHOOL SPECIAL(S)																																	
1 WED. 4.30P 60 ABC FV 198																																	
4.30 - 5.00																																	
5.00 - 5.30																																	
ABC DAYTIME NEWSBRIEF-M-F																																	
M-F 1.57P 2 ABC N 99 175 175																																	
ALICE-M-F																																	
M-F 10.30A 30 CBS CS 91 166 166																																	
93 93																																	
ALL MY CHILDREN																																	
M-F 1.00P 60 ABC DD 98 194 195																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
ANOTHER WORLD																																	
M-F 2.00P 60 NBC DD 97 206 206																																	
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2.30 - 3.00																																	
AS THE WORLD TURNS																																	
M-F 2.00P 60 CBS DD 95 194 194																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
BLOCKBUSTERS																																	
M-F 10.30A 30 NBC QG 77 135 135																																	
77 77																																	
CAPTAIN KANGAROO																																	
M-F 8.00A 60 CBS C 93 176 176																																	
8.00 - 8.30																																	
8.30 - 9.00																																	
CARD SHARKS																																	
M-F 12.00N 30 NBC QG 97 140 140																																	
70 69																																	
DAYS OF OUR LIVES																																	
M-F 1.00P 60 NBC DD 98 209 209																																	
1.00 - 1.30																																	
1.30 - 2.00																																	
DOCTORS																																	
M-F 12.30P 30 NBC DD 96 183 184																																	
90 90																																	

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																	
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	KEY	AVG. AUD. %	AVG. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TEENS (12-17) TOTAL FEM.	CHILDREN (2-11) TOTAL 6-11						
WEEKDAY DAYTIME CONT'D																																	
EDGE OF NIGHT																																	
M-F 4.00P 30 ABC DD																																	
FAMILY FEUD																																	
M-F 12.00N 30 ABC QP																																	
GENERAL HOSPITAL																																	
M-F 3.00P 60 ABC DD																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
GOOD MORNING, AMERICA-730																																	
M-F 7.30A 30 ABC N																																	
GOOD MORNING, AMERICA-830																																	
M-F 8.30A 30 ABC N																																	
GUIDING LIGHT																																	
M-F 3.00P 60 CBS DD																																	
3.00 - 3.30																																	
3.30 - 4.00																																	
JEFFERSONS M-F																																	
M-F 10.00A 30 CBS CS																																	
LAS VEGAS GAMBIT																																	
M-F 10.00A 30 NBC QG																																	
LOVE BOAT DAYTIME																																	
M-F 11.00A 60 ABC CS																																	
11.00 - 11.30																																	
11.30 - 12.00																																	
MORNING-CHARLES KURALT																																	
M-F 7.15A 45 CBS N																																	
7.30 - 8.00																																	
NBC SPECIAL TREAT(S)																																	
1 TUE. 4.00P 60 NBC FV																																	
4.00 - 4.30																																	
4.30 - 5.00																																	
NEWSBREAK-11.57																																	
M-F 11.57A 2 CBS N																																	
NEWSBREAK-3.57																																	
M-F 3.57P 2 CBS N																																	
ONE DAY AT A TIME-M-F																																	
M-F 4.00P 30 CBS CS																																	
ONE LIFE TO LIVE																																	
M-F 2.00P 60 ABC DD																																	
2.00 - 2.30																																	
2.30 - 3.00																																	
PASSWORD PLUS																																	
M-F 11.30A 30 NBC QG																																	

FOR EXPLANATION OF SYMBOLS, SEE PAGE A

PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME					T/C THIS SEASON	NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																			
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
WK #	DAY	START TIME	DUR	PROG. NET TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS OF (2+)	LADY WORK- ING HOUSE WOM.	TOTAL	18- 34	WOMEN 18- 25- 35- 49 54 64 55+	TOTAL	18- 34	MEN 18- 25- 35- 49 54 64 55+	TOTAL	18- 34	TEENS (12-17) FEM.	CHILDREN (2-11) TOTAL 6-11								
WEEKEND DAYTIME CONT'D																													
AMERICAN BANDSTAND-CONT'D																													
	SAT.	12.30P	60	ABC PC	87	87	B	5.1	17	397	1538	472	129	527	293	396	237	159	112	400	227	295	204	142	79	255	167	356	226
		12.30 - 1.00					A	5.5	21	428	1428	464	161A	588	373	471	185A	152A	98A	384	255A	300	191A	96A	69V	171A	122A	285	187A
		1.00 - 1.30					A	5.5	20	428	1386	444	168A	556	379	460	243A	153A	61V	473	267A	337	322	178A	68V	114A	89A	243A	141A
ANIMALS, ANIMALS, ANIMALS																													
	SUN.	11.30A	30	ABC CL	88	88	B	3.0	11	233	1421	382A	142A	467A	157A	282A	210A	164A	172A	259A	96V	147A	158A	102V	82V	137A	LT	558	356A
							B	2.7	10	210	1319	426	163	439	161	254	206	180	159	330	137	202	175	123	105	105	53	445	286
ASK NBC NEWS-8:58AM																													
	SAT.	8.58A	2	NBC CN	98	98	A	4.3	22	335	1493	167A	47V	171A	87V	87V	36V	24V	84V	281A	174A	197A	170A	107A	54V	68V	21V	973	519
							B	4.0	22	311	1632	207	52	214	91	134	126	89	57	143	78	106	71	54	31	136	51	1139	680
ASK NBC NEWS-10:58AM																													
	SAT.	10.58A	2	NBC CN	98	98	A	5.7	22	443	1485	252A	99A	252A	160A	160A	55V	34V	92A	383	204A	275	134A	151A	87A	136A	93A	714	442
							B	5.6	21	436	1631	268	111	310	175	225	118	89	73	280	171	221	116	89	52	270	103	771	472
ASK NBC NEWS-11:58AM																													
	SAT.	11.58A	2	NBC CN	90	96	A	5.0	19	389	1491	250A	110A	257A	115A	187A	143A	103A	70V	385	189A	228A	194A	152A	76V	85A	LT	764	396
							B	5.9	22	459	1505	249	75	288	140	185	120	95	88	291	157	202	103	105	76	212	80	714	427
ASK NBC NEWS-9:58AM																													
	SAT.	9.58A	2	NBC CN	99	99	A	5.5	22	428	1694	142A	49V	142A	89A	89A	30V	19V	53V	202A	85A	124A	90A	117A	56V	238A	106A	1112	636
							B	5.1	21	397	1673	193	77	212	124	149	98	67	42	144	85	109	70	49	30	225	91	1092	679
BATMAN & SUPER 7 I																													
	SAT.	11.00A	30	NBC CA	90	96	A	5.5	22	428	1631	254A	123A	273A	139A	185A	126A	91A	75A	463	240A	297	243A	182A	70V	26V	LT	869	512
							B	5.6	21	436	1606	251	89	312	180	212	106	79	87	301	184	234	127	97	54	227	92	766	465
BATMAN & SUPER 7 II																													
	SAT.	11.30A	30	NBC CA	90	96	A	5.2	20	405	1464	251A	118A	261A	113A	181A	140A	109A	72V	374	181A	219A	189A	150A	76A	86A	LT	743	417
							B	5.7	21	443	1524	257	82	299	149	192	116	93	92	288	168	214	101	96	62	230	89	707	434
BUGS BUNNY/ROAD RUNNER 1																													
	SAT.	9.00A	30	CBS CA	99	99	A	7.0	32	545	1550	246	81A	284	140A	193A	144A	91A	84A	236	123A	194A	161A	104A	42V	144A	31V	886	429
							B	7.2	33	560	1619	289	121	330	197	246	172	101	63	268	144	207	150	102	50	189	80	832	393
BUGS BUNNY/ROAD RUNNER 2																													
	SAT.	9.30A	30	CBS CA	99	99	A	7.8	32	607	1728	276	111A	332	178A	225	168A	120A	84A	303	159A	230	166A	144A	73A	197	45V	896	468
							B	8.6	35	669	1706	319	144	365	212	273	184	126	68	309	183	244	160	102	51	234	101	798	395
BUGS BUNNY/ROAD RUNNER 3																													
	SAT.	10.00A	30	CBS CA	99	99	A	8.0	31	622	1778	419	257	475	293	391	231	159A	68A	368	226	286	159A	142A	67A	153A	52A	782	424
							B	9.0	34	700	1709	373	165	421	241	315	212	144	77	347	209	272	176	114	58	232	101	709	345
CBS SPORTS SPEC. SUN. ED.(S)																													
	2 SUN.	3.17P	48	CBS SA		171	A	5.3	13	412	2070	513A	260A	549A	108V	294A	299A	300A	250A	963	385A	551A	561A	342A	340A	215A	87V	343A	291A
		3.30 - 4.00				92	A	5.4	14	420	2081	516A	266A	551A	118V	314A	314A	310A	237A	986	420A	584	618	331A	325A	170A	57V	374A	307A
CBS SPORTS SPECTACULAR																													
	1 SAT.	4.30P	90	CBS SA	87	87	A	4.9	13	381	1213	472	82A	504	148A	221A	268A	244A	207A	512	118A	268A	265A	239A	215A	63V	31V	134A	69V
	2 SAT.	4.00P	60				B	6.3	16	490	1443	441	154	496	149	255	228	239	202	671	210	376	347	330	239	116	51	160	92
		4.00 - 4.30					A	5.0	14	389	1360	523A	116V	551A	106V	211A	323A	304A	228A	514A	185A	267A	245A	168A	184A	125V	71V	170A	106V
		4.30 - 5.00					A	4.4	12	342	1292	504	97A	556	162A	308A	345A	289A	181A	526	128A	241A	243A	208A	248A	70V	43V	140A	62V
		5.00 - 5.30					A	5.0	13	389	1113	452A	41V	470A	219A	219A	224A	174A	182A	520A	85V	360A	360A	347A	160A	LT	LT	123V	46V
		5.30 - 6.00					A	5.5	13	428	1100	419A	66V	456A	115V	115V	158A	202A	270A	481A	70V	229A	245A	261A	236A	46V	LT	117V	78V
DAFFY DUCK SHOW																													
	SAT.	10.30A	30	NBC CA	98	98	A	5.9	23	459	1429	227A	93A	230A	151A	151A	56V	29V	79A	306	151A	214A	134A	126A	73A	155A	101A	738	442
							B	5.7	22	443	1648	257	106	305	165	215	119	92	79	253	151	202	117	84	46	276	104	814	504
DAYTONA 500(S)																													
	1 SUN.	12.00N	225	CBS SE		184	A	8.4	26	654	1716	435	61V	471	94A	221A	236A	271A	205A	810	347A	519	453	398	230A	152A	25V	283A	209A
		12.00 - 12.30					A	5.7	21	443	1576	366A	59V	404A	122V	191A	219A	173A	161A	857	397A	627	556	394A	137A	98V	LT	217A	149A
		12.30 - 1.00					A	8.4	29	654	1729	433	63V	452	104A	229A	235A	253A	178A	844	368	564	489	402	197A	131A	LT	302A	212A
		1.00 - 1.30					A	9.4	31	731	1661	390	70V	429	74V	241A	249A	280A	146A	748	312A	480	382	366	231A	151A	20V	333	260A
		1.30 - 2.00					A	9.8	30	762	1770	397	86A	438	92A	232A	252A	268A	154A	823	345	538	454	412	229A	138A	9V	371	263A
CONT'D																													

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PROGRAM NAME				T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																				
										VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																				
										TOTAL		LADY WORK- PERSONS OF ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)				
WK #	DAY	START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	(2+)	HOUSE WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL	6-11			
WEEKEND DAYTIME CONT'D																														
GRAND SLAM TENNIS--CONT'D																														
1	SUN.	3.45P	199	CBS	SE	95		A	4.5	12	350	1380	565	114	636	99	254	214	269	382	526	137	237	259	258	267	118	46	100	89
		4.00 - 4.30						A	4.3	11	335	1251	457	87	511	75	233	218	227	278	531	125	299	331	308	200	134	44	75	75
		4.30 - 5.00						A	4.0	9	311	1145	440	116	466	74	215	241	225	225	431	64	254	280	293	151	100	26	148	148
		5.00 - 5.30						A	4.3	9	335	1301	516	179	540	143	266	290	240	250	460	93	275	257	277	164	125	38	176	176
		5.30 - 6.00						A	6.5	13	506	1427	646	115	665	272	349	308	219	287	551	139	287	267	323	237	96	55	115	115
		6.00 - 6.30						A	7.6	14	591	1486	699	257	738	388	487	439	209	232	551	89	254	259	363	248	71	35	126	126
GREATEST SUPERFRIENDS-1																														
	SAT.	8.00A	30	ABC	CA	90	89	B	3.5	24	272	1599	167	56	181	129	129	104	26	40	198	114	133	136	84	48	208	47	1012	599
								B	3.5	24	272	1674	249	101	271	174	196	134	70	55	215	91	161	139	90	47	161	41	1027	589
GREATEST SUPERFRIENDS-2																														
	SAT.	8.30A	30	ABC	CA	90	90	A	5.8	31	451	1557	164	36	173	99	115	98	53	46	114	62	78	63	52	34	268	74	1002	588
								B	5.1	26	397	1613	215	72	232	129	158	116	82	55	153	74	126	103	63	24	188	75	1040	608
HAWAIIAN OPEN GOLF-SAT(S)																														
1	SAT.	5.00P	90	NBC	SE	86		A	5.1	13	397	1401	426	83	479	91	139	96	164	334	789	132	328	401	423	339	72	24	61	46
		5.00 - 5.30						A	4.7	13	366	1423	385	104	455	142	175	131	101	280	878	190	419	485	461	334	19	19	71	41
		5.30 - 6.00						A	5.1	13	397	1270	376	58	398	48	73	43	141	325	837	126	346	425	456	368	20	20	15	LT
		6.00 - 6.30						A	5.4	12	420	1533	529	91	590	89	176	121	246	397	681	91	241	306	366	327	169	33	93	93
HAWAIIAN OPEN GOLF-SUN(S)																														
1	SUN.	4.30P	130	NBC	SE	93		A	6.9	15	537	1566	520	118	550	110	207	208	249	301	838	218	308	271	371	453	88	30	90	51
		4.30 - 5.00						A	6.5	16	506	1547	435	113	435	111	230	229	252	186	862	211	362	378	436	402	119	27	131	71
		5.00 - 5.30						A	6.5	15	506	1690	497	117	526	98	201	184	230	288	1037	299	451	371	458	485	24	24	103	65
		5.30 - 6.00						A	6.8	15	529	1444	487	136	530	126	197	166	210	288	848	275	321	221	303	471	LT	LT	66	40
		6.00 - 6.30						A	7.6	15	591	1482	552	101	590	108	191	216	258	350	650	148	163	152	285	428	162	54	80	40
HEATHCLIFF & DINGBAT																														
	SAT.	11.00A	30	ABC	CA	98	98	A	6.3	25	490	1584	204	74	249	186	236	144	63	LT	306	189	243	100	54	63	228	165	801	494
								B	6.8	27	529	1620	239	94	269	152	201	148	96	45	242	144	196	118	75	39	235	109	874	526
IN THE NEWS- 8.26AM																														
	SAT.	8.26A	3	CBS	CN	99	99	A	4.3	27	335	1269	218	54	218	113	149	107	66	69	170	51	142	142	119	28	87	30	794	546
								B	3.6	25	280	1390	219	82	235	124	171	125	76	47	211	75	146	118	101	58	109	45	835	426
IN THE NEWS- 8.56AM																														
	SAT.	8.56A	3	CBS	CN	98	98	A	5.6	28	436	1484	267	86	281	135	177	108	84	92	214	91	172	151	107	42	117	LT	872	503
								B	5.6	29	436	1506	254	110	286	143	206	158	110	54	208	95	156	131	90	43	150	64	862	448
IN THE NEWS- 9.26AM																														
	SAT.	9.26A	3	CBS	CN	99	99	A	7.1	31	552	1562	249	80	305	159	206	149	94	89	233	122	188	158	111	45	145	27	879	440
								B	7.8	34	607	1634	296	120	340	199	250	172	105	69	283	159	221	152	101	51	201	89	810	385
IN THE NEWS- 9.59AM																														
	SAT.	9.59A	3	CBS	CN	99	99	A	8.2	32	638	1817	357	192	417	243	318	212	144	76	347	204	273	173	143	65	174	50	879	481
								B	9.1	36	708	1744	357	161	405	236	307	204	137	72	344	204	271	172	115	58	237	105	758	376
IN THE NEWS-11.56AM																														
	SAT.	11.56A	3	CBS	CN	92	92	A	6.1	24	475	1634	458	176	461	248	337	206	164	92	240	139	139	31	65	101	221	74	712	325
								B	6.5	24	506	1671	321	120	387	222	274	171	122	83	286	161	209	143	93	64	240	106	758	411
IN THE NEWS-12.26PM																														
	SAT.	12.26P	3	CBS	CN	98	98	A	5.1	20	397	1554	384	133	399	213	322	171	158	77	425	255	303	174	139	84	159	86	571	229
								B	7.0	25	545	1526	332	124	381	188	253	180	148	99	285	128	197	147	122	74	233	115	627	358
IN THE NEWS-12.56PM																														
	SAT.	12.56P	3	CBS	CN	90	90	A	6.0	22	467	1647	200	143	221	92	130	59	101	91	219	98	112	53	75	107	381	167	826	354

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PROGRAM NAME										T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																			
WK # DAY		START TIME	DUR	NET	TYPE	WK 1	WK 2	K E Y	AVG. AUD. SHARE %	AVG. AUD. (0,000)	TOTAL PERSONS (2+)	LADY WORK-ING HOUSE WOM.	VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES										TEENS (12-17)		CHILDREN (2-11)																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																										
													TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																																									
WEEKEND DAYTIME CONT'D														LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT	LT</

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PROGRAM AUDIENCE ESTIMATES (Alphabetic)

2ND FEB. 1981 REPORT

PROGRAM NAME															T/C THIS SEASON		NO. OF STATIONS & PROGRAM COVERAGE		HOUSEHOLD AUDIENCES		AUDIENCE COMPOSITION																	
PROGRAM NAME																			VIEWERS PER 1000 VIEWING HOUSEHOLDS BY SPECIFIED CATEGORIES																			
															K E Y		TOTAL		LADY WORK-ING		WOMEN					MEN					TEENS (12-17)		CHILDREN (2-11)					
WK #	DAY	START TIME	DUR	NET	PROG. TYPE	WK 1	WK 2		AVG. AUD. %	AVG. AUD. %	(0,000)	PERSONS (2+)	HOUSE	WOM.	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL	18-34	18-49	25-54	35-64	55+	TOTAL FEM.	TOTAL 6-11										
WEEKEND DAYTIME CONT'D																																						
SUNDAY MORNING																																						
SUN. 9.00A 90 CBS N 22 124 129																																						
9.00 - 9.30																																						
9.30 - 10.00																																						
10.00 - 10.30																																						
SUPERSTARS																																						
1 SUN. 2.00P 75 ABC SE 5 187 185																																						
2 SUN. 2.00P 120																																						
2.00 - 2.30																																						
2.30 - 3.00																																						
3.00 - 3.30																																						
3.30 - 4.00																																						
TARZAN/LONE RANGER-1																																						
SAT. 12.30P 30 CBS CA 20 161 168																																						
SAT. 12.30P 30 CBS CA 90 90																																						
TARZAN/LONE RANGER-2																																						
SAT. 1.00P 30 CBS CA 20 159 168																																						
SAT. 1.00P 30 CBS CA 90 90																																						
30 MINUTES																																						
SAT. 1.30P 30 CBS DN 18 158 172																																						
SAT. 1.30P 30 CBS DN 90 92																																						
THREE ROBONIC STOOGES																																						
SUN. 8.00A 30 CBS CA 21 41 43																																						
THUNDARR-THE BARBARIAN																																						
SAT. 10.30A 30 ABC CA 20 195 195																																						
SAT. 10.30A 30 ABC CA 98 98																																						
TIME OUT-8:28AM																																						
SAT. 8.28A 2 NBC CN 22 192 199																																						
SAT. 8.28A 2 NBC CN 98 98																																						
TIME OUT-9:28AM																																						
SAT. 9.28A 2 NBC CN 22 204 207																																						
SAT. 9.28A 2 NBC CN 99 99																																						
TIME OUT-10:28AM																																						
SAT. 10.28A 2 NBC CN 22 204 207																																						
SAT. 10.28A 2 NBC CN 99 99																																						
TIME OUT-11:28AM																																						
SAT. 11.28A 2 NBC CN 22 190 195																																						
SAT. 11.28A 2 NBC CN 90 96																																						
TIME OUT-12:28PM																																						
SAT. 12.28P 2 NBC CN 21 154 165																																						
SAT. 12.28P 2 NBC CN 86 87																																						
TOM AND JERRY																																						
SAT. 8.30A 30 CBS CA 22 187 188																																						
SAT. 8.30A 30 CBS CA 98 98																																						
TOMORROWS CHAMPIONS(S)																																						
2 SUN. 1.00P 60 NBC SE 116 63																																						
1.00 - 1.30																																						
1.30 - 2.00																																						

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE. MON. FEB. 9, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	20,690 26.6				27,930 35.9				EAST OF EDEN-PART II (9:00-10:54PM)(SUS-OP) (SUSTAINING 10:54-10:56PM)							
	ABC TV	THAT'S INCREDIBLE (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	16,960 21.8	21.1*			22.5*		21,860 28.1	25.9*			28.5*		29.0*		29.1*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	31 20.6	31 *			31 *		42 25.6	36 *			41 *		44 *		46 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	14,320 18.4				21,550 27.7				17,890 23.0				17,580 22.6			
	CBS TV	WHITE SHADOW (OP)				M*A*S*H				HOUSE CALLS				LOU GRANT			
	AVERAGE AUDIENCE (Households (000) & %)	11,280 14.5	14.1*			14.9*		19,290 24.8		16,260 20.9		15,020 19.3		19.2*		19.5*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	21 14.1	20 *			21 *		35 24.0		30 25.6		30 21.0		29 *		31 *	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	22,800 29.3				14,940 19.2				NBC MONDAY NIGHT MOVIES MIDNIGHT LACE							
	NBC TV	LITTLE HOUSE-PRAIRIE (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	19,760 25.4	24.8*			25.9*		8,400 10.8	12.2*		10.3*		10.5*		10.1*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	36 24.0	36 *			36 *		16 3	17 *		15 *		16 *		16 *		
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,980 24.4				11,670 15.0				FOUL PLAY							
	ABC TV	THAT'S INCREDIBLE				DYNASTY (OP)											
	AVERAGE AUDIENCE (Households (000) & %)	15,560 20.0	20.2*			19.7*		12,450 16.0	15.3*		16.6*		9,180 11.8	12.2*		11.3*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	28 20.2	29 *			28 *		23 15.0	22 *		24 *		19 12.9	19 *		18 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	18,770 17.7				21,080 27.1				17,740 22.8				16,440 23.7			
	CBS TV	WHITE SHADOW (OP)				M*A*S*H				HOUSE CALLS				LOU GRANT			
	AVERAGE AUDIENCE (Households (000) & %)	10,970 14.1	13.2*			14.9*		19,060 24.5		16,340 21.0		15,400 19.8		19.8*		19.9*	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	20 12.8	19 *			21 *		35 24.0		30 24.9		31 19.6		31 *		32 *	
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	22,650 30.4				24,510 31.5				NBC MONDAY NIGHT MOVIES ANGEL DUSTED							
	NBC TV	LITTLE HOUSE-PRAIRIE (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	20,850 26.8	26.1*			27.5*		18,830 24.2	22.7*		23.5*		25.4*		25.2*		
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	38 25.5	37 *			39 *		36 22.7	32 *		34 *		39 *		41 *		
TV HOUSEHOLDS USING TV WK 1		63.4	65.0	66.0	67.6	68.1	69.9	71.1	71.9	71.2	71.0	68.8	69.0	67.0	65.4	63.9	61.4
(See Def. 1) WK. 2		62.9	64.7	66.0	68.9	69.7	70.7	71.0	71.2	69.9	70.9	69.6	69.2	65.5	63.4	62.1	60.8
U.S. TV Households: 77,800,000																	

EVE. MON. FEB. 16, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.TUE. FEB.10, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					18,680 25.3		18,440 23.7		20,930 26.9		19,530 25.1		21,240 27.3			
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					17,510 22.5		16,800 21.6		18,910 24.3		18,280 23.5		17,740 22.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					32 21.7		30 23.2		35 24.0		34 24.6		36 23.4		22.5* 22.6	23.1* 23.4
K 1	TOTAL AUDIENCE (Households (000) & %)					16,420 21.1				19,990 25.7							
	CBS TV					THAT'S MY LINE (OP)				CBS TUESDAY NIGHT MOVIES THE CHOICE							
	AVERAGE AUDIENCE (Households (000) & %)					13,070 16.8		16.6* 24		14,550 18.7		17.8* 26		18.5* 27		19.3* 30	19.2* 31
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					24 16.5		24* 16.6		28 17.7		26* 18.0		27* 18.5		30* 19.1	31* 19.5
E K 2	TOTAL AUDIENCE (Households (000) & %)					17,430 22.4				15,640 20.1				13,460 17.3			
	NBC TV					LOBO (OP)				BJ AND THE BEAR				FLAMINGO ROAD			
	AVERAGE AUDIENCE (Households (000) & %)					14,160 18.2		17.6* 25		12,840 16.5		16.1* 23		16.8* 24		10,810 13.9	13.7* 22
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 19,920 25.6		26* 18,210 23.4		24 18,980 24.4		23* 17,580 22.6		24* 18,520 23.8		22* 18,520 23.8	22* 18,520 23.8
W E K 2	TOTAL AUDIENCE (Households (000) & %)					17,740 22.8		16,960 21.8		17,270 22.2		15,950 20.5		15,250 19.6			
	ABC TV					HAPPY DAYS		LAVERNE & SHIRLEY		THREE'S COMPANY		TOO CLOSE FOR COMFORT (OP)		HART TO HART			
	AVERAGE AUDIENCE (Households (000) & %)					34 22.2		32 23.4		33 21.9		30 22.4		31 20.4		20.0* 19.9	19.2* 19.0
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22.2 22.2		23.4 21.8		21.9 21.8		22.4 20.6		20.6 20.1		31* 19.3	31* 19.0
E K 2	TOTAL AUDIENCE (Households (000) & %)					16,030 20.6				21,630 27.8							
	CBS TV					THAT'S MY LINE (OP)				CBS TUESDAY NIGHT MOVIES THIN ICE							
	AVERAGE AUDIENCE (Households (000) & %)					11,750 15.1		14.4* 21		14,550 18.7		17.2* 25		17.8* 26		19.8* 31	20.1* 33
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					22 14.3		21* 14.6		29 16.9		25* 17.5		26* 17.8		31* 19.4	33* 20.4
E K 2	TOTAL AUDIENCE (Households (000) & %)					16,570 21.3				16,730 21.5				14,000 18.0			
	NBC TV					LOBO (OP)				BJ AND THE BEAR				FLAMINGO ROAD			
	AVERAGE AUDIENCE (Households (000) & %)					13,850 17.8		17.2* 26		14,160 18.2		17.9* 27		18.5* 27		11,510 14.8	14.7* 24
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					26 17.3		26* 17.1		27 18.3		26* 17.9		27* 18.3		23* 15.2	24* 14.6
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	65.3	67.3	67.9	69.4	69.6	71.1	71.4	70.9	69.5	69.0	69.2	68.5	64.9	64.4	62.9
		WK. 2	63.3	64.5	65.3	67.4	67.0	67.8	67.3	67.6	67.4	67.8	67.7	67.4	65.1	64.0	62.6

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.TUE. FEB.17, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					28,550 36.7											
	ABC TV																
	AVERAGE AUDIENCE (Households (000) & %)					20,540 26.4	24.2*		25.4*		26.4*		26.9*		27.8*		27.5*
	SHARE OF AUDIENCE %					37	34 *		35 *		36 *		37 *		40 *		41 *
	AVG. AUD. BY ¼ HR.					23.9	24.6	25.0	25.8	26.5	26.2	26.6	27.2	27.7	27.9	27.9	27.1
E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,130 23.3				17,970 23.1							
	CBS TV							ENOS (OP)						CBS WEDNESDAY NIGHT MOVIE A GUN IN THE HOUSE			
	AVERAGE AUDIENCE (Households (000) & %)					13,770 17.7	17.0*		18.5*	13,150 16.9	15.5*		16.3*		17.8*		17.8*
	SHARE OF AUDIENCE %					25	24 *		25 *	24	21 *		23 *		26 *		27 *
	AVG. AUD. BY ¼ HR.					16.7	17.3	17.9	19.1	15.4	15.6	16.0	16.5	17.8	17.9	18.0	17.6
1	TOTAL AUDIENCE (Households (000) & %)					20,070 25.8				21,710 27.9				16,420 21.1			
	NBC TV							REAL PEOPLE (OP)									
	AVERAGE AUDIENCE (Households (000) & %)					16,650 21.4	20.9*		21.9*	17,580 22.6	22.8*		22.4*	13,380 17.2	17.4*		17.0*
	SHARE OF AUDIENCE %					30	29 *		30 *	31	31 *		31 *	25	25 *		26 *
	AVG. AUD. BY ¼ HR.					20.1	21.7	22.0	21.8	22.7	23.0	22.6	22.2	17.7	17.2	17.1	16.9

W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,950 20.5							16,030 20.6		19,610 25.2		
	ABC TV							EIGHT IS ENOUGH (OP)									VEGAS (10:15-11:15PM) (-OP)
	AVERAGE AUDIENCE (Households (000) & %)					12,910 16.6	15.5*		17.6*				13,770 17.7		14,630 18.8		19.0*
	SHARE OF AUDIENCE %					25	23 *		26 *				27		31		32 *
	AVG. AUD. BY ¼ HR.					14.8	16.2	17.3	17.9				17.2	18.1	18.2	18.4	19.6
E E K 2	TOTAL AUDIENCE (Households (000) & %)					18,520 23.8							20,850 26.3				
	CBS TV							ENOS (OP)									CBS WEDNESDAY NIGHT MOVIE ONCE UPON A FAMILY (9:45-11:45PM)(-OP)
	AVERAGE AUDIENCE (Households (000) & %)					15,170 19.5	18.6*		20.5*				12,140 15.6		15.1*		15.2*
	SHARE OF AUDIENCE %					29	28 *		30 *				27		24 *		26 *
	AVG. AUD. BY ¼ HR.					17.9	19.2	20.3	20.8				15.8	14.7	15.5	15.3	15.1
2	TOTAL AUDIENCE (Households (000) & %)					20,690 26.6							19,610 25.2		19,760 25.4		
	NBC TV							REAL PEOPLE (OP)									QUINCY, M.E. (10:20-11:20PM) (-OP)
	AVERAGE AUDIENCE (Households (000) & %)					16,880 21.7	21.2*		22.2*				17,040 21.9		14,470 18.6		18.2*
	SHARE OF AUDIENCE %					32	32 *		32 *				34		31		31 *
	AVG. AUD. BY ¼ HR.					21.0	21.3	21.8	22.5				21.2	22.3	18.0	17.8	18.6

TV HOUSEHOLDS USING TV		WK. 1	65.5	66.9	67.8	68.7	70.6	71.6	72.3	73.3	72.5	72.7	72.5	72.2	70.3	69.1	67.7	65.6
(See Def. 1)		WK. 2	59.6	60.2	61.0	63.8	65.4	66.5	67.5	69.7	71.5	71.9	71.5	66.5	63.7	60.5	57.5	57.2

U.S. TV Households: 77,800,000

(1) THREE'S COMPANY SPECIAL, ABC, (9:49-10:15PM)(S)

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.THU. FEB.12, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					17,270 22.2		17,040 21.9		17,510 22.5		17,190 22.1		21,400 27.5			
	ABC TV					MORK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					14,860 19.1		15,640 20.1		15,950 20.5		15,720 20.2		16,960 21.8		22.9*	20.6*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 18.2		30 19.9		31 20.1		31 20.9		35 23.2		36* 22.6	34* 20.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					19,450 25.0				19,060 24.5				16,960 21.8			
	CBS TV					WALTONS (OP)				MAGNUM, P.I.				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					16,100 20.7				16,420 21.1				14,320 18.4		18.5*	18.3*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					31 19.1		30* 20.7		32* 21.5		32* 21.1		33* 21.6		29* 18.4	30* 18.9
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					24,270 31.2											
	NBC TV					NBC THURSDAY NIGHT MOVIES THE GANGSTER CRONICLES(OP)											
	AVERAGE AUDIENCE (Households (000) & %)					13,230 17.0											
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					26 17.5		26* 17.1		27* 17.9		26* 17.2*		27* 17.4		26* 16.5	26* 16.0*
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					16,100 20.7		16,490 21.2		17,970 23.1		17,660 22.7		21,010 27.0			
	ABC TV					MCRK & MINDY		BOSOM BUDDIES		BARNEY MILLER		TAXI (OP)		20/20			
	AVERAGE AUDIENCE (Households (000) & %)					14,780 19.0		14,630 18.8		16,490 21.2		16,180 20.8		15,950 20.5		22.3*	18.7*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					29 18.6		28 19.4		32 20.8		32 21.5		34 22.9		35* 21.6	32* 20.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					17,270 22.2				21,710 27.9				20,770 26.7			
	CBS TV					WALTONS (OP)				MAGNUM, P.I.				KNOTS LANDING			
	AVERAGE AUDIENCE (Households (000) & %)					14,550 18.7				17,430 22.4				17,350 22.3		21.8*	22.8*
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					28 17.4		28* 18.0		29* 19.1		33* 21.8		36* 23.0		34* 22.6	39* 23.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					15,250 19.6				14,000 18.0							
	NBC TV					BUCK ROGERS-25TH CENTURY (OP)				NBC THURSDAY NIGHT MOVIES GOLDIE AND THE BOXER GO TO HOLLYWOOD							
	AVERAGE AUDIENCE (Households (000) & %)					11,900 15.3				8,090 10.4							
	SHARE OF AUDIENCE % AVG. AUD. BY ¼ HR. %					23 14.9		23* 14.7		24* 15.9		17* 11.1*		16* 10.1*		16* 10.4*	17* 10.1*
TV HOUSEHOLDS USING TV		WK. 1	62.1	63.9	63.4	63.7	65.2	66.9	67.3	67.1	65.1	65.9	65.7	65.2	64.3	63.5	62.1
(See Def. 1)		WK. 2	60.0	62.6	63.7	64.9	64.4	65.5	66.4	66.6	65.9	66.1	65.1	64.9	63.9	63.0	60.2
U.S. TV Households: 77,800,000																	59.3

EVE.THU. FEB.19, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					13,380 17.2		11,590 14.9		15,950 20.5								
	ABC TV					BENSON		I'M A BIG GIRL NOW (OP)					ABC FRIDAY NIGHT MOVIE (INMATES: A LOVE STORY)					
	AVERAGE AUDIENCE (Households (000) & %)					11,980 15.4		10,660 13.7		10,040 12.9	12.4*		13.1*		12.8*		13.4*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					26 15.0		22 13.9	13.6	21 12.0	20 *		21 *	13.3	13.0	12.7	13.2	13.6
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					16,800 21.6				24,970 32.1				27,540 35.4				
	CBS TV							INCREDIBLE HULK (OP)			DUKES OF HAZZARD					DALLAS		
	AVERAGE AUDIENCE (Households (000) & %)					12,530 16.1	14.6*		17.7*	21,240 27.3	26.9*		27.8*	23,810 30.6	30.7*		30.6*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					27 14.2	24 *		29 *	44 26.3	44 *		45 *	52 30.4	51 *	31.0	52 *	29.9
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					16,490 21.2		16,180 20.8		12,840 16.5				7,940 10.2				
	NBC TV					HARPER VALLEY		BRADY GIRLS GET MARRIED (OP)			NERO WOLFE					NBC MAGAZINE		
	AVERAGE AUDIENCE (Households (000) & %)					14,780 19.0		14,160 18.2		10,430 13.4	13.3*		13.5*	6,220 8.0	8.1*		7.9*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					32 18.5		30 19.5	18.8	22 13.4	22 *		22 *	14 8.2	14 *	7.9	14 *	8.0
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					15,330 19.7		18,050 23.2										
	ABC TV					BENSON (OP)					ABC FRIDAY NIGHT MOVIE THE INTRUDER WITHIN					DEMO REPLY-PRES. ADDRESS (SUS)		
	AVERAGE AUDIENCE (Households (000) & %)					13,850 17.8		10,110 13.0	9.8*		13.8*		14.0*		14.3*			
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					30 17.1	18.4	9.9	16 *	9.7	13.7	13.9	13.9	14.1	14.8	13.7		
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					16,650 21.4				24,970 32.1				32,750 42.1				
	CBS TV							INCREDIBLE HULK (OP)			DUKES OF HAZZARD					DALLAS		
	AVERAGE AUDIENCE (Households (000) & %)					11,980 15.4	13.8*		17.1*	19,840 25.5	23.9*		27.1*	27,070 34.8	32.5*		37.1*	
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					25 13.4	23 *		28 *	41 23.1	39 *		43 *	58 32.1	53 *	33.0	64 *	36.8
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,390 18.5		20,150 25.9		13,690 17.6				6,540 8.4				
	NBC TV					HARPER VALLEY		BRADY GIRLS GET MARRIED (OP)			NERO WOLFE					NBC MAGAZINE	DEMOCRATIC RESPONSE-NBC (SUS)	
	AVERAGE AUDIENCE (Households (000) & %)					13,070 16.8		17,970 23.1		10,740 13.8	14.1*		13.5*	5,760 7.4				
	SHARE OF AUDIENCE % AVG. AUD. BY 1/4 HR. %					28 16.6		38 16.9	23.5	22 14.1	23 *		22 *	12 7.6		7.2		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	55.0	56.8	57.8	58.4	59.2	61.2	60.9	60.8	60.7	61.3	62.0	61.8	60.1	59.6	59.0	57.6
		WK. 2	56.6	57.3	56.9	58.4	59.1	60.6	61.0	61.5	60.8	61.4	62.2	63.0	62.6	61.2	59.0	57.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.14, 1981

AUDIENCE ESTIMATES																			EVE. SAT. FEB. 14, 1981			
TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					14,470 18.6				21,010 27.0				18,210 23.4								
	ABC TV					CHARLIE'S ANGELS				LOVE BOAT (OP)				FANTASY ISLAND								
	AVERAGE AUDIENCE (Households (000) & %)					10,580 13.6	12.1*		15.1*	17,580 22.6	21.8*		23.3*	14,940 19.2	19.3*		19.1*					
	SHARE OF AUDIENCE %					23	21 *		25 *	39	37 *		40 *	35	35 *		36 *					
	AVG. AUD. BY ¼ HR. %					11.7	12.5	14.4	15.8	21.5	22.2	23.6	23.0	19.0	19.6	19.3	18.9					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					14,470 18.6		13,300 17.1		10,430 13.4		8,870 11.4		13,620 17.5								
	CBS TV					WKRP IN CINCINNATI		TIM CONWAY SHOW (OP)		FLO		LADIES' MAN		CONCRETE COWBOYS								
	AVERAGE AUDIENCE (Households (000) & %)					12,370 15.9		11,830 15.2		9,410 12.1		7,940 10.2		10,970 14.1	14.2*		14.0*					
	SHARE OF AUDIENCE %					27		26		21		18		26	26 *		26 *					
	AVG. AUD. BY ¼ HR. %					15.6	16.2	15.2	15.1	12.0	12.2	10.1	10.4	13.9	14.5	14.3	13.7					
WEEK 3	TOTAL AUDIENCE (Households (000) & %)					16,880 21.7				13,850 17.8				12,060 15.5								
	NBC TV					BARBARA MANDRELL (OP)				WALKING TALL				HILL STREET BLUES								
	AVERAGE AUDIENCE (Households (000) & %)					12,990 16.7	16.6*		16.7*	10,810 13.9	13.2*		14.7*	9,570 12.3	11.8*		12.7*					
	SHARE OF AUDIENCE %					28	29 *		28 *	24	23 *		25 *	23	21 *		24 *					
	AVG. AUD. BY ¼ HR. %					16.4	16.8	17.1	16.2	13.1	13.2	14.4	14.9	12.0	11.6	12.5	13.0					
WEEK 4	TOTAL AUDIENCE (Households (000) & %)					16,730 21.5				22,020 28.3				18,750 24.1								
	ABC TV					CHARLIE'S ANGELS				LOVE BOAT (OP)				FANTASY ISLAND								
	AVERAGE AUDIENCE (Households (000) & %)					12,450 16.0	14.7*		17.2*	18,670 24.0	23.2*		24.9*	15,400 19.8	19.7*		19.9*					
	SHARE OF AUDIENCE %					27	25 *		28 *	40	38 *		41 *	36	35 *		36 *					
	AVG. AUD. BY ¼ HR. %					14.4	15.0	16.3	18.1	22.3	24.1	25.1	24.7	19.7	19.7	19.8	19.9					
WEEK 5	TOTAL AUDIENCE (Households (000) & %)					16,650 21.4		14,080 18.1		12,600 16.2		10,430 13.4		13,150 16.9								
	CBS TV					WKRP IN CINCINNATI		TIM CONWAY SHOW (OP)		FLO		LADIES' MAN		CONCRETE COWBOYS								
	AVERAGE AUDIENCE (Households (000) & %)					14,320 18.4		12,530 16.1		10,500 13.5		9,490 12.2		9,800 12.6	12.2*		13.0*					
	SHARE OF AUDIENCE %					31		26		22		20		23	22 *		24 *					
	AVG. AUD. BY ¼ HR. %					18.2	18.6	16.2	16.0	13.3	13.7	12.3	12.0	12.3	12.2	12.6	13.4					
WEEK 6	TOTAL AUDIENCE (Households (000) & %)					16,180 20.8				14,160 18.2				13,930 17.9								
	NBC TV					BARBARA MANDRELL (OP)				GANGSTER CHRONICLES				HILL STREET BLUES								
	AVERAGE AUDIENCE (Households (000) & %)					12,210 15.7	15.3*		16.1*	10,970 14.1	14.2*		13.9*	10,890 14.0	13.9*		14.2*					
	SHARE OF AUDIENCE %					26	26 *		26 *	23	23 *		23 *	25	25 *		26 *					
	AVG. AUD. BY ¼ HR. %					15.0	15.6	16.3	15.9	14.6	13.8	14.1	13.8	14.0	13.7	14.1	14.3					
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	53.4	55.2	56.6	57.4	57.7	58.6	59.2	59.5	58.2	58.2	57.7	57.8	55.6	55.0	53.9	53.2				
		WK. 2	55.0	57.0	57.6	58.3	58.8	60.3	60.5	61.2	60.7	61.3	60.7	59.9	56.7	56.0	54.9	54.4				
U.S. TV Households: 77,800,000																						

EVE.SAT. FEB.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SAT. FEB.14, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	6,150 7.9														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	5,840 7.5														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	16 7.5														
2	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%															
1	TOTAL AUDIENCE (Households (000) & %)	{		10,660 13.7													
	NBC TV			SATURDAY NIGHT (11:30-12:52AM) (SUSTAINING 12:52-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		6,220 8.0	9.1*			7.9*		6.7*							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		23 9.5	23* 8.6			24* 7.8		23* 6.9							
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,920 8.9														
	ABC TV		ABC WEEKEND REPORT- SAT.														
	AVERAGE AUDIENCE (Households (000) & %)	{	6,380 8.2														
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	17 8.2														
2	TOTAL AUDIENCE (Households (000) & %)	{		11,050 14.2													
	NBC TV			SATURDAY NIGHT (11:30-12:49AM) (SUSTAINING 12:49-1:00AM)													
	AVERAGE AUDIENCE (Households (000) & %)	{		6,150 7.9	9.4*			7.4*									
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%		23 9.9	24* 9.0			23* 7.3		6.4	6.1						
TV HOUSEHOLDS USING TV		WK. 1	48.9	45.6	40.5	37.9	34.9	32.3	29.8	27.7	25.0	23.2	20.6	18.0	15.5	13.9	12.0
(See Def. 1)		WK. 2	51.1	46.8	40.2	36.6	33.8	31.7	29.4	26.6	23.3	21.5	18.6	17.4	15.3	13.6	12.3
U.S. TV Households: 77,800,000																	10.9 11.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

EVE.SAT. FEB.21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.15, 1981

		TIME	7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45	
		EVE. SUN. FEB. 15, 1981																	
TOTAL AUDIENCE (Households (000) & %)		{	15,640 20.1				25,830 33.2										12,060 15.3		
ABC TV			THOSE AMAZING ANIMALS (OP)						ABC SUNDAY NIGHT MOVIE JAWS 2						SHARK HUNTERS				
AVERAGE AUDIENCE (Households (000) & %)		{	11,440 14.7	13.7*			16,260 20.9	18.3*			20.1*	20.5*	21.5*			10,970 14.1			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	23 13.5	22* 13.9	15.3	15.7* 16.1	24* 17.4	27* 19.2	29* 20.0	29* 20.2	29* 20.5	31* 20.5	31* 20.9	37* 24.4	37* 24.0	23 14.4	13.8		
TOTAL AUDIENCE (Households (000) & %)		{	23,730 30.5				16,180 20.8	15,560 20.0		16,260 20.9		16,800 21.6		19,140 24.6					
CBS TV			60 MINUTES (7:04-8:04PM)(OP)(-OP)			ARCHIE BUNKER'S PLACE (8:04-8:34PM) (OP)(-OP)		ONE DAY AT A TIME (8:34-9:04PM) (OP)(-OP)		ALICE (9:04-9:34PM) (OP)(-OP)		JEFFERSONS (9:34-10:04PM) (OP)(-OP)		TRAPPER JOHN, M.D. (10:04-11:04PM)(OP)					
AVERAGE AUDIENCE (Households (000) & %)		{	18,910 24.3	23.3*			14,550 18.7	14,390 18.5			15,170 19.5	15,330 19.7	15,480 19.9		18.8*	20.9*			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	38 22.3	38* 24.1	25.2	38* 25.3	27 18.1	27 19.1	27 18.2	28 18.7	28 18.9	29 20.0	29 19.0	32 18.8	29* 18.8	35* 20.8	20.9		
TOTAL AUDIENCE (Households (000) & %)		{	17,890 23.0				25,290 32.5							21,160 27.2					
NBC TV			DOUG HENNING'S WRLD-MAGIC						BIG EVENT NATIONAL LAMPOON'S ANIMAL HOUSE(OP)						WOMEN WHO RATE A 10				
AVERAGE AUDIENCE (Households (000) & %)		{	13,150 16.9	16.0*			17,350 22.3	21.8*			22.6*	22.8*	15,250 19.6		17.9*	21.2*			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	27 15.3	26* 16.7	17.4	27* 18.1	32 21.1	32* 22.5	33* 22.8	33* 22.4	33* 22.9	33* 22.7	32* 23.0	31 18.1	28* 17.7	35* 21.2			
TOTAL AUDIENCE (Households (000) & %)		{	13,150 16.9				16,730 21.5	25,360 32.6											
ABC TV			THOSE AMAZING ANIMALS			20/20 SPECIAL EDITION (OP)						ABC SUNDAY NIGHT MOVIE NORMA RAE (9:00-11:25PM)							
AVERAGE AUDIENCE (Households (000) & %)		{	10,190 13.1	12.6*			12,990 16.7	16.2*			17,660 22.7	21.4*	22.4*	23.3*		23.1*			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	20 12.3	20* 12.9	13.4	21* 13.8	25 16.1	24* 16.3	25* 16.7	25* 17.7	35 20.7	31* 22.2	32* 22.3	32* 22.6	35* 23.3	36* 23.4	23.1		
TOTAL AUDIENCE (Households (000) & %)		{	26,220 33.7				18,670 24.0	18,050 23.2		18,750 24.1		18,910 24.3		19,990 25.7					
CBS TV			60 MINUTES			ARCHIE BUNKER'S PLACE (OP)		ONE DAY AT A TIME (OP)		ALICE		JEFFERSONS		TRAPPER JOHN, M.D.					
AVERAGE AUDIENCE (Households (000) & %)		{	21,780 28.0	27.2*			16,880 21.7	16,800 21.6			16,960 21.8	17,510 22.5	16,730 21.5		21.6*	21.4*			
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	44 25.9	43* 28.4	29.4	44* 28.4	33 21.3	31 22.0	31 21.3	31 21.8	31 21.3	32 22.2	32 22.1	33 21.7	32* 21.5	33* 21.7	21.2		
TOTAL AUDIENCE (Households (000) & %)		{	15,020 19.3				20,930 26.9				20,540 26.4								
NBC TV			DISNEY'S WONDERFUL WORLD DISNEY'S OSCAR WINNERS(R)			CHIPS (OP)						BIG EVENT PROM NIGHT							
AVERAGE AUDIENCE (Households (000) & %)		{	11,280 14.5	13.7*			16,650 21.4	20.2*			14,000 18.0	17.6*	18.4*		17.9*				
SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.		%	23 13.1	22* 14.2	14.6	23* 15.9	32 19.8	31* 20.5	33* 22.2	33* 23.1	27 18.3	26* 17.6	25* 17.4	27* 17.8	27* 18.1	28* 18.7	16.9		
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	60.3	62.8	65.1	66.3	67.1	69.0	69.2	69.3	69.7	69.4	68.9	68.3	65.3	64.1	60.6	60.1	
		WK. 2	61.6	64.0	65.3	66.3	65.8	66.6	67.8	69.3	69.0	70.3	70.1	70.3	68.2	66.7	65.5	63.1	

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

EVE.SUN. FEB.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

EVE.SUN. FEB.15, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W	TOTAL AUDIENCE (Households (000) & %)	{	4,430 5.7														
	ABC TV		ABC WEEKEND REPORT-SUN.														
	AVERAGE AUDIENCE (Households (000) & %)	{	4,200 5.4														
	SHARE OF AUDIENCE	%	11														
	AVG. AUD. BY ¼ HR.	%	5.4														
E	TOTAL AUDIENCE (Households (000) & %)	{	6,540 8.4														
	CBS TV		CBS SUNDAY NEWS-BRADLEY (11:04-11:19PM)(OP)														
	AVERAGE AUDIENCE (Households (000) & %)	{	6,070 7.8														
	SHARE OF AUDIENCE	%	16														
	AVG. AUD. BY ¼ HR.	%	7.9	7.4													
K	TOTAL AUDIENCE (Households (000) & %)	{			3,730 4.8												
	NBC TV				NBC LATE NIGHT MOVIE THE MACKINTOSH MAN(R) (11:30-12:13AM) (SUSTAINING 12:13-1:35AM)												
	AVERAGE AUDIENCE (Households (000) & %)	{			2,410 3.1												
	SHARE OF AUDIENCE	%			10	3.1*											
	AVG. AUD. BY ¼ HR.	%			3.2	3.0	3.1										
1	TOTAL AUDIENCE (Households (000) & %)	{															
	ABC TV		(1) (-OP)		4,980 6.4												
	AVERAGE AUDIENCE (Households (000) & %)	{			4,670 6.0												
	SHARE OF AUDIENCE	%			16												
	AVG. AUD. BY ¼ HR.	%			6.0	5.9											
W	TOTAL AUDIENCE (Households (000) & %)	{															
	CBS TV				CBS SUNDAY NEWS-BRADLEY												
	AVERAGE AUDIENCE (Households (000) & %)	{			7,240 9.3												
	SHARE OF AUDIENCE	%			17												
	AVG. AUD. BY ¼ HR.	%			9.3												
E	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{			1,790 2.3												
	SHARE OF AUDIENCE	%			8	2.5*											
	AVG. AUD. BY ¼ HR.	%			2.6	2.4	2.3	1.9	2.0								
K	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE	%															
	AVG. AUD. BY ¼ HR.	%															
2	TOTAL AUDIENCE (Households (000) & %)	{															
	NBC TV																
	AVERAGE AUDIENCE (Households (000) & %)	{															
	SHARE OF AUDIENCE	%															
	AVG. AUD. BY ¼ HR.	%															

TV HOUSEHOLDS USING TV	WK. 1	52.0	44.8	34.8	30.3	25.8	24.3	21.8	20.0	18.4	17.2	14.7	12.0	9.7	8.1	7.0	6.6
(See Def. 1)	WK. 2	57.4	47.7	36.7	30.8	25.2	22.7	20.4	19.1	17.5	14.9	12.2	10.4	8.4	7.0	5.8	4.7

U.S. TV Households: 77,800,000

(1) ABC SUNDAY NIGHT MOVIE, NORMA RAE, ABC, (9:00-11:25PM)

For explanation of symbols, See page A

EVE.SUN. FEB.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 9-13, 1981

AUDIENCE ESTIMATES																		DAY MON.-FRI.										FEB. 9-13, 198					
TIME		7:00		7:15		7:30		7:45		8:00		8:15		8:30		8:45		9:00		9:15		9:30		9:45		10:00		10:15		10:30		10:45	
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					5,370 6.9										5,840 7.5																	
	ABC TV					GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)										GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																	
	AVERAGE AUDIENCE (Households (000) & %)					4,280 5.5										5,060 6.5																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 5.5				5.6						29 6.6		6.5															
WEEK 2	TOTAL AUDIENCE (Households (000) & %)			3,660 4.7						4,200 5.4												5,210 6.7						5,990 7.7					
	CBS TV			MORNING-CHARLES KURALT (CO-OP) (PARTICIPATING)						CAPTAIN KANGAROO												JEFFERSONS M-F						ALICE-M-F					
	AVERAGE AUDIENCE (Households (000) & %)			2,490 3.2				3.3*		2,570 3.3		3.0*				3.6*						4,510 5.8				5,130 6.6							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			17 3.0		3.0		17* 3.4		15 2.8		14* 3.3				16* 3.6						25 5.5		6.1		28 6.3		6.9					
WEEK 1	TOTAL AUDIENCE (Households (000) & %)					5,520 7.1										5,990 7.7								3,500 4.5				3,500 4.5					
	NBC TV					TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)										TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)								LAS VEGAS GAMBIT				BLOCKBUSTERS					
	AVERAGE AUDIENCE (Households (000) & %)					4,280 5.5										5,130 6.6								3,030 3.9				3,110 4.0					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 5.5										29 6.6								17 3.9				17 4.0					
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					4,980 6.4										5,370 6.9																	
	ABC TV					GOOD MORNING, AMERICA-730 (CO-OP) (PARTICIPATING)										GOOD MORNING, AMERICA-830 (CO-OP) (PARTICIPATING)																	
	AVERAGE AUDIENCE (Households (000) & %)					3,890 5.0										4,510 5.8																	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 4.9		5.0								27 5.7		5.8															
WEEK 1	TOTAL AUDIENCE (Households (000) & %)			3,810 4.9						3,890 5.0														5,290 6.8				5,760 7.4					
	CBS TV			MORNING-CHARLES KURALT (CO-OP) (PARTICIPATING)						CAPTAIN KANGAROO														JEFFERSONS M-F				ALICE-M-F					
	AVERAGE AUDIENCE (Households (000) & %)			2,410 3.1				3.2*		2,570 3.3		3.0*				3.6*								4,590 5.9				5,060 6.5					
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			18 3.0		3.1		17* 3.3		15 2.8		14* 3.2				17* 3.7								27 5.5		6.2		30 6.2		6.8			
WEEK 2	TOTAL AUDIENCE (Households (000) & %)					4,980 6.4										5,290 6.8										2,960 3.8				3,350 4.3			
	NBC TV					TODAY SHOW-7.30AM (CO-OP) (PARTICIPATING)										TODAY SHOW-8.30AM (CO-OP) (PARTICIPATING)										LAS VEGAS GAMBIT				BLOCKBUSTERS			
	AVERAGE AUDIENCE (Households (000) & %)					3,890 5.0										4,590 5.9										2,570 3.3				2,960 3.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 4.8		5.2								27 5.9		5.8								15 3.2		3.4		17 3.7		3.8	
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	WK. 2	10.8	13.4	15.7	17.3	19.2	21.1	21.7	21.8	22.3	23.1	23.2	23.3	22.8	23.1	23.3	24.2														
				9.4	12.0	14.5	16.5	19.1	20.8	21.4	21.9	22.3	22.5	22.6	22.7	22.0	22.2	21.8	22.0														

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 16-20, 1981

Nielson NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 9-13, 1981

		TIME	11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{	7,000 9.0				7,470 9.6		6,920 8.9		10,270 13.2				10,350 13.3			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,290 6.8	6.4*		7.2*	6,380 8.2		5,910 7.6		8,010 10.3	9.7*		11.0*	7,940 10.2	10.0*		10.4*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	26 6.2	25* 6.7		27* 7.0	28 8.1		27 7.5	7.6	34 9.2	33* 10.3		36* 11.1	33 10.0	33* 9.9		34* 10.6
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,080 9.1		7,860 10.1				5,910 7.6		8,010 10.3				7,860 10.1			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{	6,220 8.0		7,000 9.0				5,060 6.5		6,380 8.2	7.9*		8.6*	6,380 8.2	8.2*		8.3*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	32 7.7		34 8.3				23 6.6	6.4	27 7.7	27* 8.1		28* 8.7	27 8.1	27* 8.2		27* 8.3
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,980 6.4		4,430 5.7		3,580 4.6		4,050 5.2		5,910 7.6				5,600 7.2			
	NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,360 5.6		3,890 5.0		3,030 3.9		3,500 4.5		4,510 5.8	5.6*		6.1*	4,510 5.8	5.8*		5.7*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 5.4		19 5.0	5.1	13 3.8	4.0	16 4.5	4.6	19 5.6	19* 5.6		20* 6.1	19 5.8	19* 5.8		19* 5.7
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	7,000 9.0				6,540 8.4		6,690 8.6		9,410 12.1				9,340 12.0			
	ABC TV		LOVE BOAT DAYTIME				FAMILY FEUD		RYAN'S HOPE (SUS-OP)		ALL MY CHILDREN (OP)				ONE LIFE TO LIVE (SUS-OP)			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,130 6.6	6.3*		6.9*	5,520 7.1		5,680 7.3		7,390 9.5	9.0*		9.9*	7,310 9.4	9.1*		9.6*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	28 6.0	27* 6.5		28* 7.0	27 6.9	7.5	28 7.2	7.4	34 8.7	33* 9.3		36* 9.9	33 9.0	33* 9.1		33* 9.8
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	6,380 8.2		6,920 8.9				5,600 7.2		7,780 10.0				7,620 9.8			
	CBS TV		PRICE IS RIGHT 1		PRICE IS RIGHT 2 (OP)				SEARCH FOR TOMORROW		YOUNG AND THE RESTLESS				AS THE WORLD TURNS			
	AVERAGE AUDIENCE (Households (000) & %)	{	5,520 7.1		6,220 8.0				4,900 6.3		6,070 7.8	7.4*		8.1*	6,150 7.9	7.8*		8.0*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	30 7.0		33 7.3	8.1			24 6.3	6.3	28 7.2	27* 7.6		29* 8.3	28 7.7	28* 7.9		28* 8.1
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{	4,750 6.1		4,120 5.3		2,650 3.4		3,420 4.4		5,840 7.5				5,210 6.7			
	NBC TV		WHEEL OF FORTUNE		PASSWORD PLUS		CARD SHARKS		DOCTORS		DAYS OF OUR LIVES				ANOTHER WORLD			
	AVERAGE AUDIENCE (Households (000) & %)	{	4,050 5.2		3,580 4.6		2,260 2.9		2,880 3.7		4,510 5.8	5.6*		6.0*	4,050 5.2	5.4*		5.1*
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	%	22 5.0		19 4.6	4.6	11 2.8	3.0	14 3.6	3.8	21 5.5	20* 5.8		22* 6.1	18 5.4	19* 5.3		18* 5.0
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1 WK. 2	24.8 23.0	25.8 23.7	26.4 24.0	27.6 24.8	29.3 26.5	30.1 27.6	29.0 25.9	28.7 26.5	29.2 27.2	29.7 28.0	29.6 27.6	30.1 27.9	30.3 27.6	30.6 28.5	30.8 28.6	31.5 29.2

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY MON.-FRI. FEB. 9-13, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)	{ 11,590 14.9				{ 5,210 6.7								{ 11,590 14.9			
	ABC TV			GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 9,570 12.3				{ 4,510 5.8								{ 10,190 13.1			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 37 11.8		{ 12.0* 12.2		{ 12.6* 12.5		{ 5.8 5.8		{ 5.8 5.8		{ 5.8 5.8		{ 22 12.8		{ 13.4 13.4	
E	TOTAL AUDIENCE (Households (000) & %)	{ 8,400 10.8				{ 4,750 6.1								{ 14,390 18.5			
	CBS TV			GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F										CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,690 8.6				{ 3,970 5.1								{ 12,840 16.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 26 8.4		{ 8.4* 8.4		{ 8.7* 8.7		{ 5.1 4.8		{ 5.1 5.5		{ 5.1 5.5		{ 27 16.5		{ 16.6 16.6	
1	TOTAL AUDIENCE (Households (000) & %)	{ 5,520 7.1												{ 12,530 16.1			
	NBC TV			TEXAS												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,280 5.5												{ 11,280 14.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 16 5.3		{ 5.2* 5.2		{ 5.6* 5.8		{ 5.6* 5.8		{ 5.6* 5.8		{ 5.6* 5.8		{ 24 14.0		{ 14.9 14.9	
W	TOTAL AUDIENCE (Households (000) & %)	{ 10,970 14.1				{ 4,430 5.7								{ 10,810 13.9			
	ABC TV			GENERAL HOSPITAL (SUS-OP)		EDGE OF NIGHT										ABC WORLD NEWS TONIGHT	
	AVERAGE AUDIENCE (Households (000) & %)	{ 8,950 11.5				{ 3,810 4.9								{ 9,570 12.3			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 37 11.0		{ 11.2* 11.5		{ 11.8* 11.8		{ 4.9 4.9		{ 4.9 4.9		{ 4.9 4.9		{ 21 12.0		{ 12.7 12.7	
E	TOTAL AUDIENCE (Households (000) & %)	{ 8,010 10.3				{ 4,280 5.5								{ 13,620 17.5			
	CBS TV			GUIDING LIGHT (OP)		ONE DAY AT A TIME-M-F										CBS EVENING NEWS- CRONKITE	
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,300 8.1				{ 3,660 4.7								{ 12,060 15.5			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 26 7.9		{ 8.0* 8.1		{ 8.2* 8.3		{ 4.7 4.5		{ 4.7 4.8		{ 4.7 4.8		{ 27 15.4		{ 15.6 15.6	
2	TOTAL AUDIENCE (Households (000) & %)	{ 4,900 6.3												{ 11,200 14.4			
	NBC TV			TEXAS												NBC NIGHTLY NEWS	
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,580 4.6												{ 9,960 12.8			
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR.	{ 15 4.5		{ 4.5* 4.5		{ 4.9* 5.0		{ 4.9* 5.0		{ 4.9* 5.0		{ 4.9* 5.0		{ 22 12.6		{ 13.0 13.0	
TV HOUSEHOLDS USING TV		WK. 1	32.5	33.6	34.9	36.2	36.3	37.9	39.3	41.8	44.0	46.4	48.7	51.3	55.1	57.9	59.4
(See Def. 1)		WK. 2	29.5	30.9	32.0	33.2	32.3	34.9	36.8	38.6	40.2	42.9	45.6	49.2	52.7	55.6	58.3

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY MON.-FRI. FEB. 16-20, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 14, 1981

TIME		7:00	7:15	7:30	7:45	8:00	8:15	8:30	8:45	9:00	9:15	9:30	9:45	10:00	10:15	10:30	10:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)					3,580 4.6		5,840 7.5		6,380 8.2		7,620 9.8		9,100 11.7		7,470 9.6	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,880 3.7		4,820 6.2		5,600 7.2		6,610 8.5		7,470 9.6		6,920 8.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					27 3.1	4.3	33 5.8	6.5	33 6.9	7.5	35 8.2	8.8	37 9.5	9.7	33 9.1	8.8
1	TOTAL AUDIENCE (Households (000) & %)					4,280 5.5		5,840 7.5		6,220 8.0		6,770 8.7		7,390 9.5		6,070 7.8	
	CBS TV					MIGHTY MOUSE- HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					3,190 4.1		4,430 5.7		5,210 6.7		5,840 7.5		6,380 8.2		4,980 6.4	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					28 3.8	4.5	29 5.4	5.9	31 6.7	6.6	31 7.2	7.8	32 8.2	8.1	24 6.7	6.0
1	TOTAL AUDIENCE (Households (000) & %)					3,030 3.9		3,970 5.1		4,360 5.6		4,820 6.2		4,590 5.9		5,450 7.0	
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,100 2.7		2,960 3.8		3,890 5.0		4,120 5.3		3,660 4.7		4,590 5.9	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					20 2.1	3.2	20 3.9	3.8	23 4.8	5.1	22 5.2	5.4	19 4.9	4.4	23 5.7	6.2
W E E K 2	TOTAL AUDIENCE (Households (000) & %)					3,270 4.2		4,980 6.4		6,610 8.5		7,310 9.4		8,320 10.7		7,390 9.5	
	ABC TV					GREATEST SUPERFRIENDS-1 (OP)		GREATEST SUPERFRIENDS-2 (OP)		FONZ/HAPPY DAYS GANG		RICHIE RICH		SCOOBY & SCRAPPY DOO (OP)		THUNDARR-THE BARBARIAN (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,570 3.3		4,200 5.4		5,680 7.3		6,300 8.1		7,000 9.0		6,610 8.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					25 2.9	3.8	29 4.9	5.8	33 7.1	7.6	33 7.9	8.3	35 9.1	9.0	34 8.7	8.3
2	TOTAL AUDIENCE (Households (000) & %)					3,110 4.0		5,290 6.8		6,770 8.7		7,160 9.2		6,920 8.9		6,070 7.8	
	CBS TV					MIGHTY MOUSE- HECKL-JECKL (OP)		TOM AND JERRY (OP)		BUGS BUNNY/ROAD RUNNER 1 (OP)		BUGS BUNNY/ROAD RUNNER 2 (OP)		BUGS BUNNY/ROAD RUNNER 3 (OP)		ALL NEW POPEYE HOUR 1 (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,330 3.0		4,120 5.3		5,600 7.2		6,220 8.0		5,990 7.7		5,060 6.5	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					21 2.6	3.3	28 4.9	5.7	33 6.9	7.5	33 7.7	8.2	30 7.8	7.6	26 6.7	6.4
2	TOTAL AUDIENCE (Households (000) & %)					3,190 4.1		4,200 5.4		4,360 5.6		4,980 6.4		4,900 6.3		5,760 7.4	
	NBC TV					GODZILLA/HONG KONG 1 (OP)		GODZILLA/HONG KONG 2 (OP)		FLINTSTONE'S COMEDY SHW 1 (OP)		FLINTSTONE'S COMEDY SHW 2 (OP)		FLINTSTONE'S COMEDY SHW 3 (OP)		DAFFY DUCK SHOW (OP)	
	AVERAGE AUDIENCE (Households (000) & %)					2,410 3.1		3,190 4.1		3,890 5.0		4,200 5.4		4,200 5.4		4,510 5.8	
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %					23 2.6	3.7	22 4.1	4.2	22 5.0	5.1	22 5.3	5.5	21 5.6	5.2	23 5.8	5.8
TV HOUSEHOLDS USING TV		WK. 1	4.3	5.7	7.6	10.4	13.1	16.2	19.1	20.1	21.3	22.2	23.3	25.4	25.9	25.8	26.5
(See Def. 1)		WK. 2	6.0	7.4	8.8	10.9	13.3	15.9	18.4	20.0	21.4	22.9	23.9	25.4	25.4	25.3	26.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. FEB. 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 14, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45
W E E K 1	ABC TV	TOTAL AUDIENCE (Households (000) & %)		5,680 7.3		5,600 7.2		5,600 7.2		5,990 7.7							
				HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS SCRUFFY, PART 2		AMERICAN BANDSTAND '81							
		AVERAGE AUDIENCE (Households (000) & %)		4,670 6.0		4,510 5.8		4,820 6.2		3,810 4.9							
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 6.1	5.9	24 5.8	5.9	24 6.1	6.4	18 5.1	5.0* 19 *		4.9* 17 *	5.0			
K 1	CBS TV	TOTAL AUDIENCE (Households (000) & %)		6,070 7.8		6,300 8.1		5,370 6.9		4,980 6.4		5,060 6.5		3,500 4.5			
				ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES			
		AVERAGE AUDIENCE (Households (000) & %)		4,820 6.2		5,130 6.6		4,510 5.8		3,810 4.9		4,430 5.7		2,960 3.8			
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		24 6.4	6.0	26 6.4	6.9	22 5.8	5.7	18 4.6	5.3	20 5.6	13 5.8	3.9	3.7		
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)		4,820 6.2		3,660 4.7		3,580 4.6		3,030 3.9		9,960 12.8					
				BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER		NCAA BASKETBALL GAME-SAT. VARIOUS TEAMS AND TIMES ~ (1:00-9:14PM)					
		AVERAGE AUDIENCE (Households (000) & %)		4,050 5.2		3,420 4.4		3,110 4.0		2,100 2.7		4,510 5.8					
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		21 5.4	5.1	17 4.4	4.4	15 3.9	4.1	10 2.6	2.9	19 4.5	4.7* 16 *	5.6* 19 *	6.2* 20 *	6.7* 21 *	
W E E K 2	ABC TV	TOTAL AUDIENCE (Households (000) & %)		6,850 8.8		6,380 8.2		6,460 8.3		6,920 8.9							
				HEATHCLIFF & DINGBAT		PLASTICMAN/BABY PLAS SHOW (OP)		ABC WEEKEND SPECIALS SCRUFFY, PART 3		AMERICAN BANDSTAND '81							
		AVERAGE AUDIENCE (Households (000) & %)		5,130 6.6		5,370 6.9		5,680 7.3		4,590 5.9							
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		26 6.4	6.9	27 7.0	6.9	29 6.9	7.7	22 6.1	5.9* 22 *		6.0* 22 *	5.9			
K 2	CBS TV	TOTAL AUDIENCE (Households (000) & %)		6,220 8.0		4,750 6.1		5,450 7.0		5,600 7.2		6,690 8.6		5,130 6.6			
				ALL NEW POPEYE HOUR 2 (OP)		DRAK PACK (OP)		NEW FAT ALBERT SHOW (OP)		TARZAN/LONE RANGER-1 (OP)		TARZAN/LONE RANGER-2 (OP)		30 MINUTES			
		AVERAGE AUDIENCE (Households (000) & %)		4,980 6.4		4,050 5.2		4,510 5.8		4,750 6.1		5,600 7.2		3,970 5.1			
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		25 6.6	6.2	20 5.1	5.4	23 6.0	5.7	23 5.9	6.3	26 7.4	19 7.0	5.5	4.7		
W E E K 2	NBC TV	TOTAL AUDIENCE (Households (000) & %)		5,290 6.8		5,370 6.9		4,280 5.5		3,190 4.1							
				BATMAN & SUPER 7 (OP)		BATMAN & SUPER 7 (OP)		JONNY QUEST (OP)		DRAWING POWER							
		AVERAGE AUDIENCE (Households (000) & %)		4,510 5.8		4,670 6.0		3,500 4.5		2,570 3.3							
		SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23 5.9	5.8	23 6.0	6.0	18 4.5	4.5	12 3.4	3.2						
TV HOUSEHOLDS USING TV (See Def. 1)		WK. 1	25.9	25.3	25.3	25.9	25.9	26.3	26.0	27.5	28.3	28.9	28.5	28.6	28.1	29.6	29.5
		WK. 2	25.1	25.7	25.9	25.8	25.6	25.8	26.0	26.9	28.2	27.5	26.5	27.1	27.0	28.1	29.4

U.S. TV Households: 77,800,000

For explanation of symbols, See page A.

DAY SAT. FEB. 21, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SAT. FEB. 14, 1981

		TIME	3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W	TOTAL AUDIENCE (Households (000) & %)				10,500 13.5						15,640 20.1							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				6,770 8.7						8,710 11.2							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				24 7.9	7.9*			8.9*	9.4*	26 11.1	28* 10.9		11.2* 11.6		11.5* 12.0	24* 11.1	
E	TOTAL AUDIENCE (Households (000) & %)		4,510 5.8						8,250 10.6									9,880 12.7
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)		2,180 2.8	2.9*		2.9*			3,580 4.6	3.2*		5.0*		5.5*				9,020 11.6
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		8 2.6	9* 3.1		9* 2.9		8* 2.8	12 2.7	9* 3.7		13* 5.0		13* 6.2			23 11.4	11.8
1	TOTAL AUDIENCE (Households (000) & %)		10,430 13.4								7,470 9.6							7,240 9.3
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)		6,220 8.0								3,970 5.1							6,380 8.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %		23 7.7			8.0* 24*		8.1* 23*		8.1* 22*	13 4.5	4.7* 13*		5.1* 13*		5.4* 12*	16 7.9	8.6
W	TOTAL AUDIENCE (Households (000) & %)				11,360 14.6						19,450 25.0							
	ABC TV																	
	AVERAGE AUDIENCE (Households (000) & %)				7,160 9.2						11,440 14.7							
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				25 7.5	7.9* 8.4		9.4* 9.0	25* 9.8	10.1* 10.0	32 12.5	30* 13.2		15.1* 15.9		16.1* 16.5	32* 15.6	
E	TOTAL AUDIENCE (Households (000) & %)						6,690 8.6				6,220 8.0							9,650 12.4
	CBS TV																	CBS SAT. NEWS- SCHIEFFER
	AVERAGE AUDIENCE (Households (000) & %)						4,120 5.3	5.0*		5.6*	4,120 5.3	5.1*		5.5*				8,320 10.7
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %						14 4.7	14* 5.2		14* 5.6	12 5.0	12* 5.2		12* 5.3			21 10.4	11.0
2	TOTAL AUDIENCE (Households (000) & %)				9,020 11.6													8,560 11.0
	NBC TV																	NBC NIGHTLY NEWS- SAT.
	AVERAGE AUDIENCE (Households (000) & %)				3,890 5.0													7,160 9.2
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %				13 4.8	4.8* 4.8		4.7* 4.7	13* 4.7	4.8* 4.9		5.8* 6.1					18 8.4	9.9
TV HOUSEHOLDS USING TV		WK. 1	31.2	32.7	33.6	34.5	36.1	37.5	37.7	38.6	38.0	40.1	41.5	43.1	47.4	49.7	50.1	51.8
(See Def. 1)		WK. 2	31.2	31.9	33.0	35.2	36.3	37.8	38.8	40.7	41.1	43.2	44.7	46.6	49.4	50.6	51.6	53.1

U.S. TV Households: 77,800,000

For explanation of symbols, See page A

DAY SAT. FEB. 21, 1981

DAY SUN. FEB. 15, 1981

		TV HOUSEHOLDS USING TV (See Def. 1)														
		WK. 1	WK. 2	3	4	5	6	7	8	9	10	11	12	13	14	15
WEEK 1	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															2,800
	SHARE OF AUDIENCE %															3.6
	AVG. AUD. BY 1/4 HR.															KIDS ARE PEOPLE TOO I (10:30-11:07AM)
	TOTAL AUDIENCE (Households (000) & %)															2,180
WEEK 2	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															2.8
	SHARE OF AUDIENCE %															2.8*
	AVG. AUD. BY 1/4 HR.															12
	TOTAL AUDIENCE (Households (000) & %)															2.8
WEEK 3	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 4	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 5	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 6	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 7	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 8	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 9	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 10	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 11	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 12	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 13	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 14	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 15	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 16	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 17	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 18	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 19	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 20	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 21	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 22	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 23	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 24	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 25	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 26	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 27	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 28	ABC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 29	CBS TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 30	NBC TV															
	AVERAGE AUDIENCE (Households (000) & %)															
	SHARE OF AUDIENCE %															
	AVG. AUD. BY 1/4 HR.															
	TOTAL AUDIENCE (Households (000) & %)															
WEEK 31																

For explanation of symbols, See page A.

DAY SUN. FEB.22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 15, 1981

TIME		11:00	11:15	11:30	11:45	12:00	12:15	12:30	12:45	1:00	1:15	1:30	1:45	2:00	2:15	2:30	2:45	
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 2,570 3.3		{ 2,880 3.7		{ 4,510 5.8								{ 9,020 11.6				
	ABC TV		(1) (OP)	ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)							SUPERSTARS (2:00-3:15PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 2,260 2.9		{ 2,490 3.2		{ 3,580 4.6								{ 5,290 6.8				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 12 3.0		{ 12 2.9		{ 16 4.7		4.4						{ 19 4.2		5.2* 15 *		7.7* 22 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			{ 3,190 4.1		{ 16,030 20.6												
	CBS TV			FACE THE NATION								DAYTONA 500 (12:00-3:45PM)						
	AVERAGE AUDIENCE (Households (000) & %)			{ 2,570 3.3		{ 6,540 8.4		5.7* 21 *		8.4* 29 *		9.4* 31 *		9.8* 30 *		8.6* 25 *		8.1* 22 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			{ 12 3.1		{ 26 4.7		6.8	7.9	8.9	9.1	9.7	9.8	9.8	8.7	8.5	8.2	8.0
W E E K 1	TOTAL AUDIENCE (Households (000) & %)							{ 4,510 5.8		{ 9,730 12.5								
	NBC TV							MEET THE PRESS						NCAA BASKETBALL GAME-SUN. NORTH CAROLINA VS MARYLAND				
	AVERAGE AUDIENCE (Households (000) & %)							{ 3,660 4.7		{ 4,820 6.2		4.8* 16 *		6.1* 19 *		6.7* 20 *		7.2* 20 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							{ 16 5.0	4.5	{ 19 4.3		5.2	6.1	6.2	6.5 13,150 16.9	6.8	7.3	7.0
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 3,500 4.5		{ 2,570 3.3		{ 4,900 6.3												
	ABC TV		KIDS ARE PEOPLE TOO II (OP)	ANIMALS, ANIMALS, ANIMALS (OP)		ISSUES AND ANSWERS		DIRECTIONS (SUS)							SUPERSTARS (2:00-4:00PM)			
	AVERAGE AUDIENCE (Households (000) & %)	{ 3,110 4.0		{ 2,180 2.8		{ 3,970 5.1								{ 7,080 9.1				
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %	{ 16 4.1	4.0	{ 10 2.5	3.0	{ 18 5.2	5.1							{ 24 6.6		7.3* 21 *		9.0* 25 *
W E E K 2	TOTAL AUDIENCE (Households (000) & %)			{ 3,890 5.0						{ 8,640 11.1								
	CBS TV			FACE THE NATION										NBA ON CBS LOS ANGELES VS NEW YORK (1:00-3:17PM)				
	AVERAGE AUDIENCE (Households (000) & %)			{ 2,960 3.8						{ 3,350 4.3		4.6* 15 *		4.9* 15 *		3.5* 10 *		4.0* 11 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %			{ 14 3.7	3.8					{ 13 4.5		4.7	4.9	4.8	3.8	3.3	3.6	4.4
W E E K 2	TOTAL AUDIENCE (Households (000) & %)							{ 4,900 6.3		{ 4,750 6.1				{ 12,210 15.7				
	NBC TV							MEET THE PRESS										
	AVERAGE AUDIENCE (Households (000) & %)							{ 3,890 5.0		{ 3,420 4.4		4.1* 13 *		4.7* 14 *		8.6 23		8.2* 23 *
	SHARE OF AUDIENCE AVG. AUD. BY ¼ HR. %							{ 17 4.6	5.3	{ 14 3.5		4.6	4.8	4.5	7.6	8.6	8.9	7.5
TV HOUSEHOLDS USING TV		WK. 1	23.6	25.1	25.5	26.5	27.8	29.2	28.9	29.2	29.4	31.0	32.1	32.6	33.3	35.0	35.8	36.6
(See Def. 1)		WK. 2	24.8	26.2	27.0	27.6	28.3	29.4	29.7	30.6	30.8	31.6	32.4	33.5	34.9	36.1	36.5	36.6

U.S. TV Households: 77,800,000

(1) KIDS ARE PEOPLE TOO II, ABC, (11:07-11:30AM)

For explanation of symbols, See page A.

DAY SUN. FEB. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

DAY SUN. FEB. 15, 1981

TIME		3:00	3:15	3:30	3:45	4:00	4:15	4:30	4:45	5:00	5:15	5:30	5:45	6:00	6:15	6:30	6:45
W E E K 1	TOTAL AUDIENCE (Households (000) & %)	{ 10,040 12.9 (1) INT'L CHAMPIONSHIP BOXING 17,430 22.4 ABC WIDE WORLD-SPORTS SUN 12,600 16.2 ABC WRD NEWS TONIGHT-SUN															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,540 8.4 22 8.4* 22* 9.0* 14.3 12.8* 14.8* 15.2* 10,890 14.0 26															
	SHARE OF AUDIENCE %	{ 8.3 7.3 8.1 8.8 9.1 23* 8.9 11.9 13.6 14.3 15.3 14.8 15.6 14.0 14.1															
	AVG. AUD. BY ¼ HR.	{ 8.3 7.3 8.1 8.8 9.1 23* 8.9 11.9 13.6 14.3 15.3 14.8 15.6 14.0 14.1															
W E E K 2	TOTAL AUDIENCE (Households (000) & %)	{ 15,720 20.2 DAYTONA 500 (12:00-3:45PM) GRAND SLAM TENNIS-SUN (3:45-7:04PM)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,200 5.4 12 4.5* 12* 4.3* 11* 4.0* 9* 4.3* 9* 6.5* 13* 6.7 7.6* 14*															
	SHARE OF AUDIENCE %	{ 9.1* 24* 12 4.5* 12* 4.3* 11* 4.0* 9* 4.3* 9* 6.5* 13* 6.7 7.6* 14*															
	AVG. AUD. BY ¼ HR.	{ 8.8 9.3 7.2 4.9 4.6 4.4 4.4 4.3 4.2 3.9 3.9 4.7 6.4 7.4 7.9															
W E E K 3	TOTAL AUDIENCE (Households (000) & %)	{ 11,200 14.4 SPORTSWORLD 12,290 15.8 HAWAIIAN OPEN GOLF-SUN (4:30-6:40PM)(-OP) 6,610 8.5 (2) (OP)															
	AVERAGE AUDIENCE (Households (000) & %)	{ 6,150 7.9 18 7.8* 21* 9.1* 6.9 6.5* 6.5* 15* 6.8* 15* 5,760 7.4 13															
	SHARE OF AUDIENCE %	{ 6.7 7.1 7.2 8.4 8.9 9.4 6.9 6.1 6.6 6.3 6.6 7.2 7.6* 15* 13															
	AVG. AUD. BY ¼ HR.	{ 6.7 7.1 7.2 8.4 8.9 9.4 6.9 6.1 6.6 6.3 6.6 7.2 7.6* 15* 13															
W E E K 4	TOTAL AUDIENCE (Households (000) & %)	{ 18,280 23.5 SUPERSTARS (2:00-4:00PM) ABC WIDE WORLD-SPORTS SUN 8,710 11.2 ABC WRD NEWS TONIGHT-SUN															
	AVERAGE AUDIENCE (Households (000) & %)	{ 10,3* 27* 9.8* 25* 11.3* 27* 11.9* 28* 13.6* 31* 12.6* 27* 7,550 9.7 18															
	SHARE OF AUDIENCE %	{ 10.2 10.4 9.9 9.6 11.0 11.5 11.5 12.4 13.2 14.1 13.4 11.7 9.6 9.8															
	AVG. AUD. BY ¼ HR.	{ 10.2 10.4 9.9 9.6 11.0 11.5 11.5 12.4 13.2 14.1 13.4 11.7 9.6 9.8															
W E E K 5	TOTAL AUDIENCE (Households (000) & %)	{ 7,550 9.7 (3) (-OP) CBS SPORTS SPEC. SUN. ED. (3:17-4:05PM)(-OP) 9,100 11.7 GLEN CAMPBELL GOLF-SUN. (4:05-6:05PM)(-OP) 8,950 11.5 CBS EVENING NEWS-DEAN															
	AVERAGE AUDIENCE (Households (000) & %)	{ 4,120 5.3 13 5.4* 14* 5.1* 12* 5.0* 12* 5.8* 14* 6.8* 15* 7,620 9.8 18															
	SHARE OF AUDIENCE %	{ 4.8 4.3 4.7 6.2 5.4 4.9 5.0 5.1 5.7 6.0 6.4 7.2 8.4 8.4 11.3															
	AVG. AUD. BY ¼ HR.	{ 4.8 4.3 4.7 6.2 5.4 4.9 5.0 5.1 5.7 6.0 6.4 7.2 8.4 8.4 11.3															
W E E K 6	TOTAL AUDIENCE (Households (000) & %)	{ 11,670 15.0 NCAA BASKETBALL GAME-SUN. NOTRE DAME VS VIRGINIA TEXAS A&M VS LSU (2:00-4:00PM) SPORTSWORLD 8,640 11.1 NBC NIGHTLY NEWS-SUN.															
	AVERAGE AUDIENCE (Households (000) & %)	{ 5,600 7.2 17 6.9* 17* 7.3* 18* 7.0* 16* 7.5* 17* 7,080 9.1 17															
	SHARE OF AUDIENCE %	{ 8.1 9.1 9.8 9.4 6.6 7.3 7.3 7.3 7.5 6.6 7.1 7.9 8.5 9.6															
	AVG. AUD. BY ¼ HR.	{ 8.1 9.1 9.8 9.4 6.6 7.3 7.3 7.3 7.5 6.6 7.1 7.9 8.5 9.6															
TV HOUSEHOLDS USING TV		WK. 1	37.4	38.5	39.2	39.2	39.6	41.1	42.6	43.8	46.0	46.8	47.6	49.6	52.2	54.2	55.1
(See Def. 1)		WK. 2	38.1	38.9	39.6	41.2	41.8	43.0	42.5	43.1	44.1	45.5	46.6	48.1	51.7	53.3	55.6

U.S. TV Households: 77,800,000

(1) SUPERSTARS, ABC, (2:00-3:15PM)

(2) NBC NIGHTLY NEWS-SUN., NBC, (6:40-7:00PM)

A-37(3) NBA ON CBS, LOS ANGELES VS NEW YORK, CBS, (1:00-3:17PM)

For explanation of symbols, See page A.

DAY SUN. FEB. 22, 1981

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

				WEEK 1					WEEK 2								
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR %	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%		
EVENING MONDAY																	
ABC EAST OF EDEN-PART II FILL(SUS)	1	10.56-11.00PM	10.45														
EVENING WEDNESDAY																	
ABC VEGA\$	2	10.15-11.15PM	+GRID 11.00								19,610	25.2	14,630	18.8	31	19.1	
CBS CBS WEDNESDAY NIGHT MOVIE	2	9.45-11.45PM	+GRID 11.00 11.15 11.30								20,850	26.8	12,140	15.6	27	15.4	
														15.7*	28*	16.1	
																16.7	
NBC DIFF'RENT STROKES	2	9.50-10.20PM	+GRID 10.15								19,610	25.2	17,040	21.9	34	22.1	
NBC QUINCY, M.E.	2	10.20-11.20PM	+GRID 11.00 11.15								19,760	25.4	14,470	18.6	31	20.2	
														19.6*	34*	17.8	
EVENING SATURDAY																	
ABC ABC NEWSBRIEF-SAT.		9.58- 9.59PM	9.45	15,560	20.0	15,560	20.0	35	20.0		16,800	21.6	16,800	21.6	36	21.6	
CBS NEWSBREAK-SAT.		8.58- 8.59PM	8.45	10,040	12.9	10,040	12.9	22	12.9		10,430	13.4	10,430	13.4	22	13.4	
NBC NBC NEWS UPDATE-SAT.		8.58- 8.59PM	8.45	10,040	12.9	10,040	12.9	22	12.9		9,570	12.3	9,570	12.3	20	12.3	
EVENING SUNDAY																	
ABC ABC NEWSBRIEF-SUN.	1	7.58- 7.59PM	7.45	11,360	14.6	11,360	14.6	22	14.6		15,170	19.5	15,170	19.5	28	19.5	
	2	8.58- 8.59PM	8.45								25,360	32.6	17,660	22.7	35		
ABC ABC SUNDAY NIGHT MOVIE	2	9.00-11.25PM	+GRID 11.15											23.5*	44*	21.2	
CBS GRAND SLAM TENNIS-SUN(S)	1	3.45- 7.04PM	+GRID 7.00	15,720	20.2	4,200	5.4	12		14.8							
CBS 60 MINUTES	1	7.04- 8.04PM	+GRID 8.00	23,730	30.5	18,910	24.3	38		23.4							
CBS ARCHIE BUNKER'S PLACE	1	8.04- 8.34PM	+GRID 8.30	16,180	20.8	14,550	18.7	27		18.8							
CBS ONE DAY AT A TIME	1	8.34- 9.04PM	+GRID 9.00	15,560	20.0	14,390	18.5	27		18.4							
CBS NEWSBREAK-SUN.	2	8.58- 8.59PM	8.45								15,400	19.8	15,400	19.8	29	19.8	
CBS ALICE	1	9.04- 9.34PM	+GRID 9.30	16,260	20.9	15,170	19.5	28		19.4							
CBS NEWSBREAK-SUN.	1	9.02- 9.03PM	9.00	12,840	16.5	12,840	16.5	24	16.5								
CBS JEFFERSONS	1	9.34-10.04PM	+GRID 10.00	16,800	21.6	15,330	19.7	29		20.9							
CBS TRAPPER JOHN, M.D.	1	10.04-11.04PM	+GRID 11.00	19,140	24.6	15,480	19.9	32		19.8							
NBC NBC NEWS UPDATE-SUN.	2	8.58- 8.59PM	8.45								14,000	18.0	14,000	18.0	26	18.0	
	1	9.07- 9.08PM	9.00	15,720	20.2	15,720	20.2	29	20.2								

OTHER PROGRAMS

				WEEK 1								WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY % HR	TELE- CAST DAYS		
				HOUSEHOLDS	%	HOUSEHOLDS	SHARE	%			HOUSEHOLDS	SHARE	%	HOUSEHOLDS	SHARE			%	
				(000)	%	(000)	%	%	(000)	%	%	(000)	%	(000)	%	%			
EVENING MONDAY-FRIDAY																			
ABC ABC NEWSBRIEF-M-F	2	>	8.15																
	1	>	8.45	16,730	21.5	16,730	21.5	32	18.5	M-F	14,080	18.1	14,080	18.1	27	17.2	M-F		
			9.45						21.8	TU&TH						16.6	WED.		
			10.00						27.0	WED.						18.9	MTUTU		
ABC ABC NEWS:NIGHTLINE M-TH		11.30-12.00MD	11.30	8,090	10.4	6,540	8.4	24	9.4	M-TH	7,240	9.3	5,840	7.5	22	8.4	M-TH		
			11.45						7.4	M-TH						6.9	M-TH		
			12.00													7.4	WED.		
ABC FRIDAYS		11.30-12.41AM	11.30	9,020	11.6	5,840	7.5	21	8.7	FRI.	9,730	12.5	6,460	8.3	24	8.9	FRI.		
			11.45				8.1*	21*	7.5	FRI.				8.8*	22*	8.7	FRI.		
			12.00						7.5	FRI.						8.3	FRI.		
			12.15				7.2*	22*	7.0	FRI.				8.1*	25*	7.9	FRI.		
			12.30						6.6	FRI.						7.2	FRI.		
ABC CHARLIE'S ANGELS-12.00		12.00- 1.08AM	12.00	5,210	6.7	3,660	4.7	21	5.1	THU.	4,380	6.4	3,660	4.7	22	5.0	THU.		
			12.15				4.9*	19*	4.7	THU.				5.0*	20*	5.0	THU.		
			12.30						5.0	THU.						4.7	THU.		
			12.45				4.7*	23*	4.5	THU.				4.7*	24*	4.7	THU.		
			1.00						4.2	THU.						3.8	THU.		
ABC FANTASY ISLAND-12.00		12.00- 1.08AM	12.00	4,200	5.4	2,800	3.6	17	4.0	MON.	4,050	5.2	2,330	3.0	14	3.4	MON.		
			12.15				3.7*	15*	3.3	MON.				3.1*	12*	2.9	MON.		
			12.30						3.7	MON.						3.0	MON.		
										</									

Nielsen NATIONAL TV AUDIENCE ESTIMATES

OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1								WEEK 2							
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS		
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %	
EVENING MONDAY-FRIDAY-CONT'D																			
ABC POLICE WOMAN	2	1.23- 2.08AM	1.15 1.30 1.45 2.00																
ABC SPECIAL REPORT(SUS)	2	2.08- 2.31AM	(SUS)																
ABC SPECIAL REPORT(SUS)	1	1.51- 1.58AM	1.45																
CBS NEWSBREAK-M-F		>	8.45	13,150	16.9	12,760	16.4	24	16.6	M-F	13,150	16.9	12,450	16.0	24	16.2	M-F		
CBS LATE MOVIE I		>	11.30 11.45 12.00 12.15 12.30 12.45 1.00 1.15 1.30	8,090	10.4	5,290	6.8	23	7.8 7.3 6.8 6.1 5.5	M-F M-F M-F M-F M-F	7,860	10.1	5,210	6.7	24	8.4 7.7 7.0 6.2 5.6 5.2 5.2 4.9 4.3	M-F M-F M-F M-F M-F M-F WED. WED. WED.		
		VARIOUS TIMES	(SUS)																
CBS LATE MOVIE II		>	12.30 12.45 1.00	4,200	5.4	3,500	4.5	25	4.4 4.6 4.4	M-F M-F M-F	4,120	5.3	3,420	4.4	27	4.9 4.6 4.2	M-F MTUTHF MTUTHF		
			1.15 1.30 1.45 2.00				4.5*	27*	4.3	M-F				4.1*	25*	4.2 4.3 4.1 4.1	MTUTHF WED. WED. WED.		
		VARIOUS TIMES	(SUS)											4.2*	34*				
NBC NBC NEWS UPDATE-M-F		>	8.45 9.00	13,230	17.0	13,230	17.0	25	17.5 15.1	M-F THU.	14,470	18.6	14,470	18.6	28	18.6	M-F		
NBC TONIGHT SHOW		11.30-12.30AM	11.30 11.45 12.00 12.15 12.30 12.45	10,660	13.7	6,460	8.3	26	9.7 8.4 8.2 7.1	M-F M-F M-F M-F	9,340	12.0	5,840	7.5	25	8.9 8.1 7.5 6.3 6.0 5.3	M-F M-F M-F M-F WED. WED.		
							9.0*	25*						8.4*	24*				
							7.6*	28*						6.9*	25*				
														5.8*	26*				
NBC NBC SPECIAL REPORT(SUS)	1	11.56-11.58PM	11.45							TUE.									
NBC MIDNIGHT SPECIAL		12.30- 2.00AM	12.30 12.45 1.00 1.15 1.30 1.45	6,300	8.1	2,800	3.6	17	5.6 4.6 3.5 2.8 2.9 2.1	FRI. FRI. FRI. FRI. FRI. FRI.	5,060	6.5	2,020	2.6	13	4.0 3.1 2.6 2.3 1.9 1.6	FRI. FRI. FRI. FRI. FRI. FRI.		
							5.1*	19*						3.5*	14*				
							3.2*	15*						2.5*	13*				
							2.5*	15*						1.7*	11*				
NBC TOMORROW COAST TO COAST-1		12.30- 1.00AM	12.30 12.45 1.00 1.15	3,580	4.6	3,190	4.1	21	4.4 3.7	M-TH M-TH	3,270	4.2	2,800	3.6	19	4.0 3.4 3.6 3.2	M-TH M-TH WED. WED.		
NBC TOMORROW COAST TO COAST-2		>	1.00 1.15 1.30	2,650	3.4	1,950	2.5	19	3.0 2.6 2.3	M-TH M-TH M-TH	2,260	2.9	1,710	2.2	17	2.5 2.4 2.1	M-TH M-TH M-TH		
							2.8*	19*						2.4*	17*				
CONT'D																			

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OTHER PROGRAMS

				WEEK 1							WEEK 2							
DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD.BY ¼ HR	TELE- CAST DAYS	
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	SHARE %	HOUSEHOLDS (000)	%			SHARE %
EVENING MONDAY-FRIDAY-CONT'D																		
NBC TOMORROW COAST TO COAST-2-CONT'D																		
			1.45						2.2*	19*	2.1	M-TH						
			2.00															
			2.15															
		VARIOUS TIMES	(SUS)															
DAY MONDAY-FRIDAY																		
ABC FYI-12.58(SUS)		12.58-12.59PM	12.45								M-F					M-F		
ABC ABC DAYTIME NEWSBRIEF-M-F		1.57- 1.59PM	1.45	8,010	10.3	7,700	9.9	32	9.9		M-F	7,080	9.1	6,920	8.9	32	8.9	M-F
ABC FYI-2.58(SUS)		2.58- 2.59PM	2.45								M-F						M-F	
ABC FYI-3.58(SUS)		3.58- 3.59PM	3.45								M-F						M-F	
ABC ABC AFTERSCHOOL SPECIAL(S)	1	4.30- 5.30PM	4.30	10,430	13.4	7,620	9.8	23	10.0		WED.							
			4.45					9.7*	24*	9.4	WED.							
			5.00						9.9		WED.							
			5.15					9.8*	22*	9.7	WED.							
CBS SUNRISE SEMESTER(SUS)		6.30- 7.00AM	6.30								M-F						M-F	
CBS SUNRISE SEMESTER MWF(SUS)		6.30- 7.00AM	6.30								M-F						M-F	
CBS NEWSBREAK-11.57		11.57-11.59AM	11.45	6,300	8.1	6,070	7.8	29	7.8		M-F	5,450	7.0	5,290	6.8	28	6.8	M-F
CBS NEWSBREAK-3.57		3.57- 3.59PM	3.45	5,910	7.6	5,680	7.3	21	7.3		M-F	5,370	6.9	5,210	6.7	21	6.7	M-F
NBC NBC NEWS SPECIAL REPORT(SUS)	1	2.01- 2.02PM	2.00								TUE.							
NBC NBC SPECIAL TREAT(S)	1	4.00- 5.00PM	4.00	6,850	8.8	4,360	5.6	13	4.9		TUE.							
			4.15					4.9*	12*	5.0	TUE.							
			4.30						6.1		TUE.							
			4.45					6.2*	13*	6.4	TUE.							
DAY SATURDAY																		
ABC SCHOOLHOUSE ROCK-8.26AM		8.26- 8.29AM	8.15	3,970	5.1	3,730	4.8	32	4.8			3,350	4.3	3,270	4.2	29	4.2	
ABC SCHOOLHOUSE ROCK-10.26AM		10.26-10.29AM	10.15	7,240	9.3	7,080	9.1	35	9.1			7,160	9.2	6,770	8.7	34	8.7	
ABC SCHOOLHOUSE ROCK-10.56AM		10.56-10.59AM	10.45	6,610	8.5	6,300	8.1	30	8.1			6,380	8.2	6,070	7.8	31	7.8	
ABC DEAR ALEX & ANNIE-11.55AM		11.55-11.59AM	11.45	4,820	6.2	4,280	5.5	22	5.5			6,070	7.8	5,130	6.6	26	6.6	
CBS SUNRISE SEMESTER SAT(SUS)	2	6.30- 7.00AM	6.30															
CBS SUNRISE SEMESTER-SAT(SUS)	1	6.30- 7.00AM	6.30															
CBS IN THE NEWS- 8.26AM		8.26- 8.29AM	8.15	4,200	5.4	3,890	5.0	31	5.0			3,110	4.0	2,800	3.6	23	3.6	
CBS IN THE NEWS- 8.56AM		8.56- 8.59AM	8.45	4,820	6.2	4,360	5.6	28	5.6			4,750	6.1	4,280	5.5	28	5.5	
CBS IN THE NEWS- 9.26AM		9.26- 9.29AM	9.15	5,450	7.0	5,290	6.8	31	6.8			5,760	7.4	5,680	7.3	32	7.3	
CBS IN THE NEWS- 9.59AM		9.59-10.02AM	9.45	6,690	8.6	6,380	8.2	32	8.1			6,380	8.2	6,300	8.1	32	8.2	
			10.00						8.2								8.0	
CBS IN THE NEWS-10.56AM		10.56-10.59AM	10.45	5,060	6.5	4,750	6.1	23	6.1			5,210	6.7	4,900	6.3	25	6.3	
CBS IN THE NEWS-11.26AM		11.26-11.29AM	11.15	4,750	6.1	4,430	5.7	23	5.7			5,130	6.6	4,590	5.9	23	5.9	
CBS IN THE NEWS-11.56AM		11.56-11.59AM	11.45	5,600	7.2	5,060	6.5	25	6.5			4,670	6.0	4,360	5.6	22	5.6	
CBS IN THE NEWS-12.26PM		12.26-12.29PM	12.15	4,200	5.4	3,890	5.0	19	5.0			4,590	5.9	4,050	5.2	20	5.2	
CBS IN THE NEWS-12.56PM		12.56-12.59PM	12.45	4,430	5.7	4,120	5.3	19	5.3			5,370	6.9	5,130	6.6	25	6.6	
CBS IN THE NEWS- 1.26PM		1.26- 1.29PM	1.15	4,280	5.5	4,050	5.2	18	5.2			5,680	7.3	5,210	6.7	24	6.7	

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OTHER PROGRAMS

DAY NETWORK/PROGRAM	WK #	TIME (N.Y.T.)	QUARTER HOUR	WEEK 1							WEEK 2						
				TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS	TOTAL AUDIENCE		AVERAGE AUDIENCE			AVG. AUD. BY 1/4 HR	TELE- CAST DAYS
				HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %			HOUSEHOLDS (000)	%	HOUSEHOLDS (000)	%	SHARE %		
DAY SATURDAY-CONT'D																	
NBC TIME OUT-8:28AM		8.28- 8.30AM	8.15	2,720	3.5	2,720	3.5	23	3.5		3,270	4.2	3,190	4.1	28	4.1	
NBC ASK NBC NEWS-8:58AM		8.58- 9.00AM	8.45	3,350	4.3	3,110	4.0	20	4.0		3,890	5.0	3,500	4.5	23	4.5	
NBC TIME OUT-9:28AM		9.28- 9.30AM	9.15	4,280	5.5	4,120	5.3	24	5.3		3,970	5.1	3,890	5.0	22	5.0	
NBC ASK NBC NEWS-9:58AM		9.58-10.00AM	9.45	4,280	5.5	4,200	5.4	22	5.4		4,510	5.8	4,360	5.6	22	5.6	
NBC TIME OUT-10:28AM		10.28-10.30AM	10.15	3,500	4.5	3,420	4.4	18	4.4		4,120	5.3	3,890	5.0	20	5.0	
NBC ASK NBC NEWS-10:58AM		10.58-11.00AM	10.45	4,900	6.3	4,750	6.1	23	6.1		4,280	5.5	4,120	5.3	21	5.3	
NBC TIME OUT-11:28AM		11.28-11.30AM	11.15	3,810	4.9	3,660	4.7	19	4.7		4,670	6.0	4,670	6.0	23	6.0	
NBC ASK NBC NEWS-11:58AM		11.58-12.00NN	11.45	3,810	4.9	3,660	4.7	18	4.7		4,200	5.4	4,050	5.2	20	5.2	
NBC TIME OUT-12:28PM		12.28-12.30PM	12.15	3,030	3.9	3,030	3.9	15	3.9		3,890	5.0	3,730	4.8	19	4.8	
DAY SUNDAY																	
ABC KIDS ARE PEOPLE TOO I	1	10.30-11.07AM	→GRID 11.00	2,800	3.6	2,180	2.8	12	2.9								
ABC DEAR ALEX & ANNIE-11.26AM		11.26-11.29AM	11.15	2,100	2.7	1,950	2.5	10	2.5		3,190	4.1	3,110	4.0	15	4.0	
ABC SCHOOL HOUSE ROCK-11.55AM		11.55-11.59AM	11.45	2,880	3.7	2,650	3.4	13	3.4		2,800	3.6	2,570	3.3	12	3.3	
CBS IN THE NEWS- 8.26AM-SUN.		8.26- 8.29AM	8.15		<<		<<		<<		540	.7	470	.6	6	.6	
CBS IN THE NEWS- 8.56AM-SUN.		8.56- 8.59AM	8.45	470	.6	470	.6	4	.6		780	1.0	780	1.0	7	1.0	
CBS NBA ON CBS	2	1.00- 3.17PM	→GRID								8,640	11.1	3,350	4.3	13		
CBS CBS SPORTS SPEC. SUN. ED.(S)	2	3.17- 4.05PM	→GRID 4.00								7,550	9.7	4,120	5.3	13	4.7	
NBC HAWAIIAN OPEN GOLF-SUN(S)	1	4.30- 6.40PM	→GRID 6.30	12,290	15.8	5,370	6.9	15	8.3							7.6	